

SCHOOL OF BUSINESS

Sports Management

The M.B.A. in Sports Management degree provides students with the sports management skills essential for success and advancement in the sports industry. The program focuses on specific content areas to manage the operations of sport facilities, develop effective sports merchandising programs and run sport specific organizations with high precision.

The action-oriented curriculum supports a skill base assisting Franklin Pierce University students with the development of solid and distinctive skills leading to future career success. This degree consists of 13 courses and awards 39 credits. Students will develop a master's level understanding of business in the sports industry.

This distinctive focus allows graduates to become talented leaders as sports business managers, facilities managers, sports merchandisers and leaders in various sports venues.

Core M.B.A. Courses		Credits
GM510	Seminar in Leadership	3
GM520	Legal and Ethical Issues in Organizations	3
GM540	Organizational Behavior	3
GM542	Quantitative and Research Techniques for Leaders	3
GM543	Economics for Managers	3
GM561	Financial Management	3
GM562	Marketing Management	3
GM564	Operations Management for Leaders	3
GM691	Strategic Management Seminar**	3

Concentration M.B.A. Courses for Sports Management Track

SF502 Media Relations and Technology in the Sports Industry	3
SF508 Facilities Management	3
SF512 Analytics in Sports Management	3
Elective M.B.A. Course*	3

Total Credits **39**

*Student chooses one other M.B.A. course offering (subject to pre-requisites).

**The Strategic Management Seminar is normally the last course taken to fulfill degree requirements.