MBA IN SPORT & ENTERTAINMENT MANAGEMENT

The MBA in Sport and Entertainment Management is a 55 credit program and can be completed in two years. The MBA SEM educational experience is a combination of leading edge academic knowledge and experiential opportunities. Our focus is on developing a balance of business skills and leadership capabilities to thrive as a sport industry professional.

FIRST YEAR COURSES:
- Introduction to Business Analytics
- Diversity and Inclusion for Sport Management
- Teams, Leadership, and Decision Making
- Sport Consumer Behavior
- Building Internal & Community Stakeholder Relationships
- Enterprise Financial Performance Analysis
- Sport Business Analytics
- Revenue Generation in Sport and Entertainment
- Analytical Tools for Managerial Decision Making
- Sport and Entertainment Marketing

SECOND YEAR COURSES:
- Digital and Social Media Communication
- Professional and Interpersonal Communications
- Developing Leadership in Sport
- Venue Sustainability and Operations
- Legal Issues in Sport and Entertainment
- Corporate Partnerships and Community Engagement
- Sport Business Capstone

ELECTIVES:
- Women and Sport Leadership
- Sport Business Seminar
- Other electives as approved

ALUMNI AT WORK

- Nonprofit, Public, Health: 20%
- Collegete: 23%
- Young Athletics: 9%
- Pro Sports: 14%
- Business: 34%

TOP 40 GLOBALLY #21 IN THE US

Scholarships available up to $5k

$5,000

Complete in 2 years

55

Paid internships with Sport Organizations up to $15k

$15,000

SEATTLEU
ALBERS SCHOOL OF BUSINESS AND ECONOMICS

seattleu.edu/business/master-sport-business-leadership | msbl@seattleu.edu | Tel: (206) 396-4610