

# Entertainment Business: Sports Management Master of Science

## Degree Type

Master of Science

## Environment

campus

## Program Length

48 weeks

## Overview

The Entertainment Business Master of Science Degree with a Sports Management Elective Track is an advanced exploration of the specific sports management and business skills you need to excel in the entertainment and sports business industry. This balanced and in-depth curriculum includes courses such as Executive Leadership, Sports Management and Operations, Project and Team Management, Legal Issues in Sports, Negotiation and Deal-making, Sports Marketing and Sponsorships, Entertainment Business Finance, and Business Plan Development. Throughout this specialized education, you'll learn the strategies of top executives and apply those exercises to develop your own leadership abilities. You'll also complete two capstone projects—a leadership portfolio and a business plan thesis—which will require you to make practical use of important business concepts like project management, contract negotiation, sports marketing, financial planning, and business plan development. This well-rounded education will help to hone your leadership and business skills in preparation for entering or advancing through the entertainment and sports industry. To help you make that transition, Full Sail University has a team of Career Development professionals that can help you polish your interviewing skills and résumé and get you ready to enter the industry. In addition, our Career Development services and advisors are available for support and assistance throughout your career – not just during your education.

## Objective

**Master's Objective** Our goal is to provide you with the focused knowledge and understanding of essential business skills necessary to be successful in the entertainment and sports industry. This program is designed to foster the development of highly trained individuals who want to develop careers in the sports and entertainment business fields. The curriculum in this degree program encompasses courses that address executive leadership skills, project and team management, sports management and operations, legal issues in sports, negotiation and deal-making, sports marketing, internet marketing, and business plan development. In addition to business proficiency, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career.

## Month 1

Code	Title	Credit Hours
MDL501	Mastery: Personal Development and Leadership	3.0

## Month 2

Code	Title	Credit Hours
MAN630	Executive Leadership	3.5

## Month 3

Code	Title	Credit Hours
MAR630	Business Storytelling and Brand Development	3.5

## Month 4

Code	Title	Credit Hours
MAN6224	Sports Management and Operations	3.5

## Month 5

Code	Title	Credit Hours
GEB6508	Entertainment Business Finance	3.5

## Month 6

Code	Title	Credit Hours
MAR681	Digital Marketing	3.5

## Month 7

Code	Title	Credit Hours
MAR6112	Sports Marketing and Sponsorship Sales	3.5

## Month 8

Code	Title	Credit Hours
MAN6447	Negotiation and Deal-Making	3.5

## Month 9

Code	Title	Credit Hours
BUL5582	Legal Issues in Sports	3.5

## Month 10

Code	Title	Credit Hours
MAN603	Project and Team Management	3.5

## Month 11

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
GEB612	Business Plan Development	3.5

## Month 12

<b>Code</b>	<b>Title</b>	<b>Credit Hours</b>
EBM692	Final Project: Business Plan	3.5
<b>Total Credit Hours</b>		<b>41.5</b>

Please Note

- Some specific courses may be offered online. Please see course descriptions for details.