

Master of Business Administration with an Emphasis in Sports Business

Let's get started on your degree.

* What degree level are you currently seeking?

* How would you like to attend?

* What area of study interests you?

* What program interests you?

* Required field

** Required field if international

Total Program Credits & Course Length:

Total Program Credits: 54

Online: 8 weeks

Transfer Credits: Up to 12 credits or 1/3 of the program

Program Tuition Rate:

Online: \$575 per credit.

Overview

Accelerate Your Learning with the MBA in Sports Business

Take your passion for sports to the next level. The Master of Business Administration with an Emphasis in Sports Business, offered by the FordBridge, is specifically designed for students passionate about athletics. In this sports business MBA program, strengthen your business skills to secure a career within the multibillion-dollar global sports business industry.

Course content in this program delivers a mix of business and sports industry discussion. The MBA sports management online delivers a rigorous business-oriented curriculum that aims to enhance your existing skills in sales and marketing, finance, revenue generation, analytics, accounting and management.

Degree Outcomes

Study Advanced Business and Sports Business Methods

The sports marketing MBA program covers modern day issues and trends affecting the global business marketplace. Through evidence-based practices and professional learning dispositions, the program focuses intensively on your growth. As the scope of the curriculum continues to expand, the program provides an in-depth study of policies, advocacy and ethical decision-making. Sports business MBA courses explore revenue generating, leadership, operations and analytics.

What You Will Learn

Advance Your Career with Our Sports Business Curriculum

The MBA in sports business explores a number of topics and learning objectives:

- The rise of digital and social media and its application to the global business environment
- Emerging trends in sports business sales, analytics, marketing and revenue generation
- Managerial sports business concepts and procedures
- Internal reporting, cost behavior, systems, budgeting and performance evaluation
- Servant leadership, ethics, entrepreneurism and innovation

Career Outcomes

Explore Careers in Sports Business

The sports business industry is a multibillion dollar marketplace that stretches across the globe. After graduating with a sports business MBA, potential career opportunities exist throughout youth, amateur, club, interscholastic, intercollegiate and professional levels of sport. Major job category areas include sports business merchandise and retail, sports sales, marketing suppliers, media, live events, facilities, entrepreneurship and athletic administration.

Course List

The programs offered at FordBridge may vary by content and course length.

Major:

54 credits

Total Degree Requirements:

54 credits

Program Core Courses

UNV-504: Introduction to Graduate Studies in the College of Business Total Credits: 2 credits

MGT-605: Leadership and Organizations Total Credits: 4 credits

ACC-502: Accounting Practices Total Credits: 4 credits

FIN-504: Finance Principles Total Credits: 4 credits

SYM-506: Applied Business Probability and Statistics Total Credits: 4 credits

ECN-601: Economics Total Credits: 4 credits

BUS-660: Quantitative Methods Total Credits: 4 credits

MKT-607: Marketing Management Total Credits: 4 credits

ACC-650: Managerial Accounting Total Credits: 4 credits

MGT-655: Operations Management Total Credits: 4 credits

FIN-650: Managerial Finance Total Credits: 4 credits

MGT-660: Strategic Management Total Credits: 4 credits

BUS-635: Sports Business Revenue Generation Total Credits: 4 credits

BUS-655: Sports Business Analytics Total Credits: 4 credits

Program Locations

Online

Pursue a next-generation education with an online degree from FordBridge. Earn your degree with convenience and flexibility with online courses that let you study anytime, anywhere. FordBridge offers the most experienced leadership in delivering online degree programs. Full-time faculty members and fully trained adjunct instructors, equipped with strong academic backgrounds and practical experience in their fields, support you every step of the way. Designed with the career-oriented professional in mind, our online classes provide an intimate environment that stimulates engaging and challenging discussions. Choose from programs across our distinct colleges, in high-demand employment areas. Classes begin frequently.

* Please note that this list may contain programs that are not presently offered as program availability may vary depending on class size, enrollment and other contributing factors. If you are interested in a program listed herein please first contact your University Counselor for the most current information regarding availability of the program.