

DEGREE PROGRAMS IN SPORTS BUSINESS

Sports Business Programs More Important Than Ever

Sports is a cultural touchstone for America, and in these uncertain times, the sports industry has an opportunity and a responsibility to provide creative and capable leadership.

In a climate of such tumultuous and permanent change, it's ever more crucial to be well-rounded, not only in the traditional business practices, but in the safety and cultural landscape that will be the foundation of sports and fandom moving forward.

With changes such as playing without fans, truncated seasons and the move to virtual and creative multi-platform sponsorships, sports business education needs to be agile and relentlessly up to date. Students must be equally skilled at negotiation and crisis management as they are in selling media rights. They require a fierce commitment to diversity and inclusion and how that will be reflected in every aspect of the business moving forward. And their sports business programs must reflect, teach and embrace all those qualities across the board.

The colleges and universities featured here can lead the way in providing the knowledge and skills students need for success. ■

COLUMBIA UNIVERSITY

Columbia University is home to the only sports management graduate program in the Ivy League. The Master of Science in Sports Management features a leading-edge, market-driven curriculum along with unparalleled access to sports industry leaders and experts. The program takes advantage of Columbia's New York City setting and global reach, by providing extensive industry networking, internship, and employment opportunities across a wide variety of sports. Students complete special projects with organizations including the NFL, NBA, MLB, NHL, FC Bayern Munich, and ESPN. The program offers both full-time and part-time options.

For both the full-time and part-time options, students take courses on Columbia's New York City campus. The full-time program takes up to 16 months to complete, and only fall entry is permitted. The part-time program takes up to 4 years to complete and allows both fall and spring entry.

Outside of the classroom, students have the opportunity to work side-by-side with industry leaders. Every year, the program hosts the Columbia University Sports Management Conference on Morningside campus, where they get a first-hand experience of planning and producing a live event with high-profile speakers. During Spring Break, students are given the



Columbia University students gather on the steps of Low Library for a photo opportunity during orientation week.

opportunity to go to Madrid, Spain for a week-long intensive to learn from the program's partner, Escuela Universitaria Real Madrid Universidad Europea to learn from executives of the Real Madrid C.F.

In the program, you will...

- Learn from successful industry practitioners and leaders in all areas of sports business.
- Gain practical knowledge and training with sports organizations such as the NFL, NBA, MLB, NHL, FC Bayern Munich, LaLiga, Real Madrid, and many others.
- Expand your network through direct access to industry events, gatherings, panels, and speakers, drawing

on the abundant resources of our faculty, Columbia University, and New York City.

- Join an elite network of peers, industry experts, and graduates working in leadership positions across the global sports ecosystem.

In A League of Our Own

Your Columbia. Your City. Your Faculty. Your Curriculum

Your Columbia.

Earn a degree from one of the top universities in the world.

Your City.

Expand your network through direct access to industry events, gatherings,

panels, and speakers, drawing on the abundant resources of our faculty, Columbia University, and New York City — The center of the Sports Universe.

Your Faculty.

Learn from successful industry practitioners and leaders in all areas of the sports industry.

Your Curriculum.

Acquire practical skills through a best-in-class curriculum in areas including digital sports media, sports analytics, business intelligence, athlete activism, sports entrepreneurship and innovation, global sports management, sports marketing, finance, sponsorship sales and activation, negotiations, facility and event management, sports law and ethics, and intercollegiate athletics.

Who Should Apply?

Young professionals who aspire to have a career in sports.

Current sports professionals who want to enhance their skill set and advance their careers.

Career-changing professionals who want to transition to a sports career.

Visit our website to learn more about the program and start your future, today.

sps.columbia.edu/sports ■

SEE PROGRAMS, PAGE 23

PROGRAMS, FROM PAGE 22

NEUMANN UNIVERSITY

Neumann University has long prided itself on creating a student-centric environment in its master of science of sport business.

Now, in honor of the program's 20th anniversary as an on-campus degree, Neumann is launching a unique means for students to access classes while living in a busy modern environment.

Students have three options that they can craft to suit themselves throughout the duration of their studies. They can take a traditional on-campus class. Or they can upload a recorded class at a time that suits them best. Or they can log in virtually to a class in real time. Or do some of each.

"We've been working on the hybrid model for quite a while now. It just so happened that our launch has coincided with the pandemic," said Julie Lanzillo, the program director and associate professor. "The virtual option may turn out to be the most convenient for many of our students right now. We've taken a one-size-fits-all option and made it flexible for everyone. We want to meet our students where they are."

Neumann's master's can be com-



Neumann University student Grant Wallace strikes a pose during an experiential learning visit to the Philadelphia Phillies' Citizens Bank Park.

pleted in 12 months but can also be completed asynchronously. The school has rolling admissions, meaning students can begin their program at the beginning of any semester.

"People in our industry don't work 9 to 5, Monday through Friday. You can't expect a baseball coach to show up for on-campus classes in the spring, for example," said Lanzillo. "But a coach could find time to upload a class in the evening or squeeze out time during the day for a virtual class. He may then have flexibility to take on-campus classes in the fall."

The new approach means students can continue working full-time or travel for business or participate while living beyond the environs of Philadelphia. Or, in keeping with the moment, stay home with kids during a pandemic, without sacrificing their master's studies.

Neumann is also unusual in that the program has a staff member strictly dedicated to creating a unique strategic path for every individual student.

"For each student we build a strategy, starting with the question, 'where do you want to go?'" said Lanzillo. "Sometimes a student doesn't know, and we make that part of the strategy. We set a goal, then work backward. We ask, 'How are we going to position you to be marketable?' Our staff member goes out into the industry to

SEE PROGRAMS, PAGE 24

 **COLUMBIA SPS**
Sports Management

In a League of Our Own

"The Columbia University Sports Management program has provided me with the toolkit and mindset to make a career switch. The program has taught me how to discuss critical business topics in a manner that inspires growth, impact, and innovation."

Layden Williams
Current Columbia University Sports Management Student



Your Columbia



Your City



Your Faculty



Your Curriculum

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NEUMANN UNIVERSITY

Neumann University's graduates, such as Mark Bennett, have taken on leadership roles across the industry.

PROGRAMS, FROM PAGE 23

build relationships and strengthen our brand, then, in turn, brings those contacts back to strengthen a student's marketability. Our job is to make sure you get where you want to go."

Neumann's graduates, about 15 per year, have taken on leadership roles across the industry, working with professional sports teams, college conferences, high school and collegiate athletic departments, agencies and brands. The students are diverse, with fully half of them women.

Three years ago, Lanzillo asked influential members of the sports industry, "What skillsets do you need now?" The answers brought a revamped sport master's curriculum.

"Decision-making, for example, was a top-needed skill," said Lanzillo. "We've taken that and threaded it through every one of our courses, not confined it into a single one. So, yes, analytics is key for learning decision

making. As is learning to build revenue strategies in a sports finance course. We looked for the common themes and made sure we met them all."

Other courses include facility management; leadership and ethical development; communications and digital media; and partnership activation.

Lanzillo's efforts have paid off. The program boasts close to a 100 percent job placement rate within a few months of graduation. ■

NEW YORK UNIVERSITY

The global pandemic has caused sports to take a hiatus, depriving many of us of the enjoyment of watching our favorite teams and athletes, along with a much-needed dis-

traction from the trauma we are all experiencing. But from a sports business standpoint, this window in time will be the catalyst to birth a new era of sports. There's never been a more dynamic time to be part of the sports industry as it charts its new course. The innovations that have been brewing will only accelerate. The changes we expected to evolve over this decade are likely to materialize in just a few short years. The emergence of platforms like 5G and the technologies that are enabled will usher in a new world of sport, a new era of fandom, and a new generation of sports leaders.

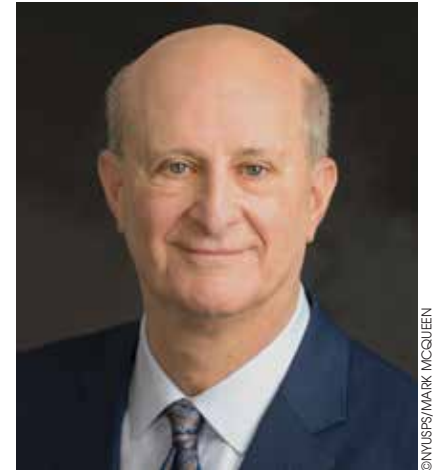
More than ever before, the rising generation of sports business professionals will need to acquire the knowledge and the skills to not only reinvent the games we play, but the ways we consume them and interact as fans. Even prior to the emergence of the COVID-19 pandemic, the **NYU School of Professional Studies Preston Robert Tisch Institute for Global Sport** was addressing the myriad changes taking place in the world of sport by introducing innovative curricula that embraced the paradigm shifts occurring.

The Tisch Institute's **MS in Global Sport** and the globally-ranked **MS in Sports Business** are both distinguished by courses that delve deep into areas of innovation, which many comparable degrees barely touch upon. Both address the emerging facets of sport that will play an even more critical role post COVID-19 — the science of fandom, digital sports media and marketing, sports analytics, the business of eSports, and the globalization of sport.

Led by Tisch Institute Associate Dean Vince Gennaro, a well-known author, media host, and highly respected expert in the area of baseball analytics, faculty members take an approach that challenges students

to think about the current sports business landscape, but even more importantly, to anticipate what comes next. As the COVID-19 situation has evolved, discussions led by Gennaro and Tisch faculty members, have focused less on the limitations affecting the industry and more on the limitless opportunities that lie ahead. They are exploring topics including virtual season tickets, public relations and navigating the new normal in sports, and the uses of blockchain in sports and eSports.

SEE PROGRAMS, PAGE 25



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"Tisch students benefit from a learning environment that encourages them to look toward the future of sport and the ways they can take advantage of change and disruption."

VINCE GENNARO

Associate Dean | **NYU SPS**
Preston Robert Tisch Institute
for Global Sport



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PROGRAMS, FROM PAGE 24

"Tisch students benefit from a learning environment that encourages them to look toward the future of sport and the ways they can take advantage of change and disruption," noted Gennaro. Courses like "The Science of Fandom" provide them with an understanding of the underpinnings of fans' perspectives, attitudes, and affinities. "Digital Sports Marketing and Media" sheds light on the ways the digital wave is influencing every facet of sport and how the sports business professional can use digital tools to engage fans in new and innovative ways. "The Globalization of Sports" highlights the extent to which contemporary sport cultures are the result of an interplay between local, regional, national, and global forces, providing a look at international competitions, the expansion of leagues beyond national boundaries, and the ways sport can overcome cultural differences.

"The tools with which Tisch students are equipped provide a solid grounding in the business of sport, while instilling in them the creativity, curiosity, and openness to change that will be required to, not only survive in the post COVID-19 world of sport, but to thrive," Gennaro asserted. In addition to classroom learning students are exposed to a wide range of guest



The Tisch Institute often collaborates with organizations such as Israel-based HYPE Sports, to explore the use of trending technologies in sports business such as blockchain.

lecturers, have the opportunity to visit and complete internships with teams, leagues, and media outlets; expand their world view through Global Field Intensives, and take part in events that the Tisch Institute hosts. The Tisch Institute often collaborates with external organizations such as Israel-based HYPE Sports, to explore the use of blockchain in sports business. As part of its "Real World" program, students have the opportunity to work directly

with executives from companies like Nike, ESPN, Fox Sports, the New York Jets, the WNBA, the New York Mets, CNBC, and the New Jersey Devils, while earning course credit.

While Tisch Institute faculty members disseminate the latest trends to their students in the classroom, they also are making news by conducting research that is helping to shape industry innovation in a wide range of areas. Their findings help to ensure

that course content remains fresh and ahead of the curve. "The Tisch Institute is all about using the latest technology to teach and to develop industry focused materials that serve to inform students, sports business professionals, and the public about all that is happening. It recently began producing a podcast series called 'Chalk Talk.' Each episode focuses on a new trend in sport and provides invaluable exposure to the expertise of faculty members who share their insights on YouTube," said Gennaro.

This fall, the Tisch Institute will be using technology to ensure that all of its students are able to benefit from the rich content that is the hallmark of the sports business education it delivers. **Due to the continuing pandemic, students applying to the MS in Sports Business for Fall 2020 will have the option of studying in NYC or taking classes remotely for the fall semester and resuming classes on-site in Spring 2021.** The MS in Global Sport is an online degree program with four residencies. Admitted student are automatically enrolled in online courses throughout their program of study, and the Tisch Center is working to reschedule any residencies that, due to the pandemic, may require completion at a later time.

SEE PROGRAMS, PAGE 26



DeVos Sport Business Management Program

UNIVERSITY OF CENTRAL FLORIDA

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SPORT FOR POSITIVE SOCIAL CHANGE.

About Us:

Ethics. Diversity. Leadership. Community Service. Innovation.

The DeVos Sport Business Management Graduate Program at the University of Central Florida offers students the opportunity to earn their Master's in Sports Business Management (MSBM) and a Master of Business Administration (MBA).

Why Choose Us:

- ✓ #1 MBA program for service and leadership. *(Graduate Management Admission Council, 2009)*
- ✓ Integrated learning through industry projects with sport business professional teams, leagues and agencies.
- ✓ Top 5 programs in America according to: *(Wall Street Journal, The New York Times, ESPN The Magazine, and Forbes Magazine)*

PROGRAMS, FROM PAGE 25

Because the Tisch Institute is already digitally oriented, students will be able to start either degree without missing a beat. In addition, a broad array of online programming is being developed for fall that will focus on industry change and the wealth of opportunities that can come from it if one is prepared to meet the challenges.

There's still time to apply for fall. To learn more about the Tisch Institute's master's degrees, visit sps.nyu.edu/tischinstitute01. Call 212-998-7100 or email sps.gradadmissions@nyu.edu for questions regarding admissions. ■

SAN DIEGO STATE UNIVERSITY

San Diego State University's Sports MBA program combines an exceptionally engaged group of alumni with its rigorous, intensive course of study. This year, courses were forced online due to COVID-19, and alumni-student interactivity has pivoted.

With the sports industry facing a crisis unlike any it has ever seen, many SDSU Sports MBA alumni have reached out to support the current students and are interacting with the class while both are working from home.

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"I can't thank our alumni enough for how much they give back to our students, but the Sports MBA program's relationship with alumni has always been a two-way street," said program director Scott Minto. "Alumni have always supported students and the program. Now, as the sports industry is reckoning with not only a pandemic but also its role in addressing massive societal injustices, our alumni need to know that we're here to support them as well. Alumni in the industry have always had a hand in shaping the Sports MBA program, and will continue to play a major role as the program makes changes to better prepare future leaders in the sports industry."

Before classes shifted online, students visited with two Sports MBA alumni at Honda Center to begin work on a semester-long sponsorship project



San Diego State University master's students apply classroom knowledge to real-world issues, building their professional skills in interacting with executives from major league franchises.

with the Anaheim Ducks. For feedback on the first draft of their research reports, students presented the project to an executive with the Pittsburgh Penguins — another alum.

"Our sponsorship project with the Anaheim Ducks provided a unique experiential learning opportunity for the students both in terms of applying the classroom knowledge to a practical real-world setting and in terms of developing their professional skills interacting with and presenting to executives from a major league franchise," said SDSU Sports MBA Professor of Sports Marketing, Dr. Vassilis Dalakas. "It is especially exciting for me to know that I can rely on many successful program alumni in all major sports leagues who want to be engaged with the program and provide such learning experiences for the current students."

Students also see tremendous benefit to constant alumni interaction. "My interactions with alumni have been one of the highlights of the program for me," said Jenn Gerdes, a 2020 Sports MBA Graduate. "I have found the alumni to be incredibly generous with their time, knowledge and networks. They have shared their experiences, offered advice, connected me with other professionals and helped get my resume noticed. My experience with them makes me excited to do the same for future SDSU Sports MBA graduates."

As part of a project to update the curriculum, the program elicited alumni feedback and received an overwhelming response. "Input from alumni is incredibly valuable, not only because they have first-hand knowledge of the MBA curriculum as former students, but also because they have the insight to tell us where the sports business industry is headed," said Gerdes, who surveyed alumni for a consulting project researching ways in which the program curriculum could adapt to the challenges presented by the COVID-19 pandemic.

"I was blown away by the response rate to my survey; it just shows how

much our alumni care about the future of the program," she said.

As a result of alumni guidance, the program has added courses in data analytics and sustainability, and will focus more on providing students with practical skills that will make them competitive in a drastically different job market. The next intake of students for SDSU Sports MBA will be January 2020. ■

UNIVERSITY OF CENTRAL FLORIDA

The DeVos Sport Business Management program at University of Central Florida is consistently ranked as a top five sports master's degrees in the U.S. Along with intensive coursework and extensive networking, UCF gives its students real-world experience in producing prestigious industry research.

The well-known and highly regarded Racial and Gender Report

Card, produced through UCF's The Institute for Diversity and Ethics in Sport (TIDES), has students take a deep analytical dive into disparities in professional and college sports personnel positions.

Having students tackle such a massive cultural undertaking head-on dovetails with the philosophy behind the DeVos program — that sports can be used as a means to improve society and that sports organizations and their leaders have a responsibility to be good corporate citizens.

The Report Card indicates areas of improvement, stagnation and regression in the racial and gender composition of professional and college sports personnel, looking at every professional position in the industry team by team, from coaches to owners. Industry professionals use the Report Card as an important means to improve integration in their own front office and college athletics department positions.

"By the time our students graduate, they will have co-authored important research studies, an accomplishment that will serve them well in their careers," said Dr. Richard Lapchick, chair of the program.

This August, students will begin their degree program by volunteering with groups dedicated to alleviating homelessness in UCF's hometown of Orlando. Incoming students normally begin their degree by rebuilding houses in hurricane-ravaged areas, such as New Orleans. Volunteering serves a dual purpose — giving students a tangible way to give back to the community, while building camaraderie with faculty and fellow students.

"With the loss of tourism and sports-related jobs because of COVID-19, Orlando is suffering from one of the highest unemployment rates in the nation," said Lapchick. "Food and shelter insecurities are big issues for our area."

Students earn two degrees — a traditional MBA and a Master of Sport

SEE PROGRAMS, PAGE 27



In the University of Central Florida's DeVos Sport Business Management program, ethics are a core part of the curriculum. The master's teaches students to become good corporate citizens in a worldwide community.



By the time students graduate with their master's from UCF, they've co-authored important industry research studies, including UCF's prestigious Racial and Gender Report Card.



Incoming students spend their first two weeks building houses in hurricane-ravaged areas, such as New Orleans, to build camaraderie and team spirit. This fall, because of Covid-19, students will remain in Orlando, working with organizations dedicated to helping the homeless.

PROGRAMS, FROM PAGE 26

Management — in their four semesters of on-campus coursework and one semester interning or working. In addition, they participate in a series of intensive training camps focused on specific areas not covered in traditional coursework: innovation; technology; social media; esports and gaming; player development; community engagement; diversity and inclusion; and gender violence prevention.

Throughout their time, students

tackle a variety of real-world projects for the sports industry. The current roster of clients includes ESPN, the Orlando Magic, the USTA, NASCAR and Minor League Baseball.

"Companies pay us a consulting fee for research and they then use students' findings within their organizations," said Lapchick. "It is invaluable hands-on business experience."

In addition to rigorous coursework, students are expected to volunteer 42 (Jackie Robinson's number) hours of community service per year. Lapchick said the program is singular in its focus

on diversity, ethics, service, leadership and innovation as the pillars of the strong business curriculum.

"Ours is the only one that emphasizes diversity and inclusion and using the power of sport to affect positive social change," said Lapchick. "The Orlando Magic has been a great model for that in Central Florida. The DeVos students are seizing this time during protests about racism. They are actively trying to do their part to make sure this protest is different and that change will come because the movement could be sustained."

UCF's prestigious program caps enrollment at 20, which ensures increased intimacy and enhances the program's ability to place students upon graduation.

"Our goal is to develop professionals who have critical sports business management skills, a commitment to using sport to improve life in society, well-developed leadership abilities and uncompromising ethical standards," said Lapchick. "Our graduates go on to lead organizations to build the bottom line and be good corporate citizens in their communities." ■

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PRESTON ROBERT TISCH INSTITUTE FOR GLOBAL SPORT

With the dynamic changes occurring in today's sports industry, it is critical for future leaders in this field to acquire the insights, tools, and connections needed to effectively compete and succeed in the global marketplace. The **Preston Robert Tisch Institute for Global Sport** is an innovator in sports business education, uniquely positioned to deliver curricula that focuses on the critical emerging areas in sports—technology, globalization, and the next generation of fan engagement.

MS in Sports Business

The **MS in Sports Business** integrates business theory with industry specific analysis and knowledge that is immediately applicable in the sports professional's working environment. Core courses that are designed to provide a strong business and economics foundation are enhanced by the choice of four concentrations—**Global Sports Media, Professional and Collegiate Sports Operations, Sports Law, and Sports Marketing and Sales**. Students gain unmatched global perspective while taking advantage of all that NYC—the sports capital of the world—has to offer.

MS in Global Sport

The **MS in Global Sport** is a 36-credit, low-residency master's degree program that is completed in just 12 months, beginning in September of each year. The program, which is designed for busy professionals from around the world, is offered predominantly online, requiring only four one-week residencies—two in New York City and two at NYU global locations. Students acquire knowledge and critical skills in key facets of sports business including digital media and marketing, analytics, leadership, finance and economics, and sports law.

FLEXIBILITY FOR FALL 2020

While the **MS in Global Sport is offered online**, you can earn the **MS in Sports Business on-site in NYC OR** if you are unable to attend on-site for fall, **you can start this degree remotely and join us on campus in Spring 2021.**

Gain the **NYU** education that will set you apart and empower you to build a stellar career.

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your best option

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