

SPORTS DEGREE PROGRAMS

Colleges and universities across the nation are developing and broadening sports business programs and offering the experience necessary for nascent or seasoned sports professionals alike to score jobs, start businesses and execute at a high level.



Photo Credit: @sarahdeemarco

SAN DIEGO STATE UNIVERSITY

San Diego State University's Sports MBA program aims to train its graduates like a five-tool baseball player or decathlete—able to master many things and perform at a high level.

"We prepare students to work in a wide variety of specialties in the sports industry," asserts Scott Minto, Director of the Sports MBA program in the Fowler College of Business at SDSU. "We're not a digital marketing program, a data

analytics program or a corporate partnerships program. We're all of those at the same time. Our alumni work in many areas of industry; it's a versatile program and a versatile degree."

The program graduated its 16th class in 2021 but postponed starting the next cohort in the 18-month program from January until August so that students could return to campus for in-person instruction. "We're back!" exclaimed Minto. "We feel that (in-person) is the best opportunity for our students." The curriculum calls for three consecutive semesters in class and one semester-long consulting project.

While it will be nice to see students on campus and in the classroom, Minto said he's especially excited to resume the SDSU Sports MBA's unique study abroad program in the Dominican Republic. The experiential trip was an annual part of the program's curriculum for a decade until COVID forced a hiatus last year.

"We work with Major League Baseball in Santo Domingo to give our students experience learning how teams work and operate their academies there; what kinds of impact the teams and operations have on people living in those communities," explained Minto.

The rise in analytics over the past several years went into overdrive during the pandemic and SDSU's Sports MBA is doubling down on teaching this skillset. Minto said they are teaching data analytics with "renewed vigor," adding, "People who had never done much work with data, because of their training here, are landing pretty impressive data analytics positions. If you're selling for a team or property you're going to be much better at that job if you can understand and articulate ROI to clients and talk about numbers."

As part of its focus on the analytic mindset and because of the pandemic, SDSU's Sports MBA added digital marketing as another discipline for its students to master. "We launched a course

in digital marketing in reaction to everything going on-line (in 2020) and ecommerce blowing up," explained Minto. "We're going to keep digital marketing in our curriculum."



**SAN DIEGO STATE
SPORTS MBA**

SMBAINFO@SDSU.EDU



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SPORTS DEGREE PROGRAMS

TEMPLE UNIVERSITY



Temple Professor Rick Ridall talks with Philly Sports "Phanatic"

Temple University's School of Sport, Tourism and Hospitality Management (STHM) educates aspiring and current professionals to master skills needed to excel in the evolving world of sports. Its business-focused programs and specialized Center for Student Professional Development prepare students to be highly competitive in the workforce.

The school offers a bachelor's degree, a master's degree, and an online, executive-level master's degree—capitalizing on its location in one of the country's most avid sports cities.

"Being in Philadelphia, our students have the opportunity to take advantage of the extensive sport market here," says Associate Dean Jeremy Jordan. "It's easy to hop on the subway and go work

with a sport organization—whether it's professional sports, college athletics or youth recreation."

Hands-on Experience in a Sport Hub

Two internships are part of the bachelor's degree: one part-time junior year and one full-time senior year. They gain 250 "industry hours" volunteering and working for STHM partners, such as Temple's Division I teams or one of the city's many pro franchises.

"Industry experience and connections are a hallmark of our school," notes Rick Ridall, Executive Director of Industry Relations. "Our vast industry connections and network allow students to journey to organizations far and wide—it's easy to get to New York, Baltimore or Washington, D.C. and work with their teams and in those markets."

In recent years, students have enjoyed a behind-the-scenes look at New York's Madison Square Garden and the global headquarters of Under Armour in Baltimore. "They get an insider's glimpse of what industry heavy-hitters are doing," says Ridall, "while meeting with high-level professionals and expanding their network."

Graduate-Level Education in Sport Business

The on-campus Master of Science in Sport Business features concentrations in sport analytics, sport marketing and promotion, athletic administration, and recreation and event management. This hands-on program can be completed full-time in two years, but part-time options are also available.

The 100% online Executive Master of Science in Sport Business—designed for those with at least five years' professional experience—can be completed in 13 months or less. These executives focus on real-world problems, working in groups to discuss techniques they can translate into their day-to-day roles.

Commitment to Diversity, Equity and Inclusion

STHM has engaged in numerous initiatives to integrate Diversity, Equity and Inclusion (DEI) into the culture of the school—from creating a dedicated Office of DEI to establishing scholarships that help expand representation of underrepresented candidates in the industry. The DEI Office spearheads new opportunities to educate students, alumni, faculty and staff about topics ranging from implicit bias and anti-racism to autism awareness.

"Our students are committed to paying it forward and using diverse leadership skills and representation as a vehicle to advance the sports industry," notes Naima Hall, Director of the Center for Student Professional Development.



Temple's Sports Management students visit athletic brand Under Armour's global headquarters

At Temple University's School of Sport, Tourism and Hospitality Management, we know that real-world experience paired with sport-industry business skills give our alumni a competitive advantage.



Industry-specific Courses Infused with Business Fundamentals



Individualized Professional Development & Career Coaching



Global Network of 5,000+ Industry Contacts

Whether you are just getting started or looking to advance your career, your first step starts at Temple University.

- Bachelor of Science in Sport and Recreation Management
- Master of Science in Sport Business
- Executive Master of Science in Sport Business—100% Online

Learn More & Connect with Our Admissions Team: sthm.temple.edu/sbj

SPORTS DEGREE PROGRAMS

CARTHAGE COLLEGE

Carthage College is capitalizing on its connections and leveraging its location to mold a master's program in sports management with a unique perspective.

The campus is picturesquely nestled on the shore of Lake Michigan in Kenosha, Wisconsin — about halfway between Chicago and Milwaukee. But what distinguishes the program is its ability to tap into a diverse and powerful advisory committee for advice, lecturers, and a network that includes heavy hitters literally from around the sports world.

with a world-famous surname is an emeritus member of the board: Masato Mizuno, who led Tokyo's successful bid for the 2020 Summer Olympics (postponed by COVID until this summer) and is a former Chairman of the Mizuno sporting goods maker.

"We really did our homework before launching," said Professor Greg Barron, director of the Sports Management Program. "We spent significant time meeting with and hearing from executives about the curriculum and what it should look like, and what experiences we should include."

Barron added that the advisory council also makes recommendations on aspects of the curriculum, including executives in residence,

"We'll continue to leverage that in the fall," Barron said. "Students and guests can be in person, complemented by a vast network of people who can pop in on Zoom. It will also be flexible for students when they need to travel for work. They can still attend virtually."

Classes are taught two nights per week, making it available to professionals as well as full-time students. There are also weekend workshops taught by industry experts.

Carthage is exploring an initiative for undergraduates as well. In fact, the program's prototype was an immersive, intensive four-week sports management course for undergrads in January 2020. It

England's Exeter City Football Club.

Barron said if the pandemic continues easing, there are plans for the entire cohort to travel to Barcelona for 12 days in May 2022. While there, they will finalize their capstone consultancy recommendations and make final presentations in person to their clients.

The Sports Management track is one of two that lead to Carthage's Master of Science degree in Business. The other track is Business Design and Innovation, and there's a common core to both programs, which Barron calls a distinctive part of the sports management studies.

As the economy fully reopens



Carthage College sits on the shore of Lake Michigan in the heart of the Chicago-Milwaukee sports corridor



Carthage Students get all access exposure to the NHL's Minnesota Wild and other Midwest pro sports organizations and abroad



The Sports Management master's track at Carthage prizes innovation, in a curriculum shaped by top industry leaders

This advisory committee helped Carthage develop the Sports Management track in its Master of Science in Business program. Members hold top positions in professional sports teams; broadcast and cable networks; advertising, marketing and sporting goods companies; as well as major sports venues.

The roster includes:

- **Craig Leipold** (committee chairman), owner of the NHL Minnesota Wild
- **Peter Feigin**, President of the NBA Milwaukee Bucks
- **John McDonough**, former President of Chicago's NHL Blackhawks and MLB Cubs
- **Daniel Diaz**, Carthage alumnus and Director of World Cup, Olympic, & Cross-Platform Partnerships at NBCUniversal Media

Another Carthage alumnus

as well as providing experiential learning for students.

Rookie Year

The group also helped Carthage fast-track the sports track from ideation to recruiting to classroom in just a year's time. "Having critical, amazing industry partners enabled us to really accelerate the process," Barron said.

The rookie class graduated in May. The Sports Management track in the 10-month business master's program, which prizes innovative thinking, faced and overcame unimaginable real-world tests that COVID created during its inaugural year.

The program embraced Zoom and other technology, which it will continue using even after students return to campus in the fall.

included meetings with more than 70 executives in the sports industry throughout the Midwest.

A Global Perspective

The graduate business program at Carthage also features an international component. All students are required to work on two international consultancy projects throughout the year.

Students work in small groups with an international client — often sports startups from around the world. These capstone projects run for nearly the entire course period.

There's also a short-term consultancy project that runs for 12 days in May. The first Sports Management cohort worked with companies in Spain and the United Kingdom, plus a second shorter consultancy project with

from the pandemic, Barron and the advisory council are eager to ramp up the program in year two. Employing a highly competitive admission process, Carthage plans to select the top 20 or so students for each track — the ideal size to provide each student a focused, individualized experience.

"We're really honing in on emotional intelligence, resiliency, agility, and to be incredibly innovative in the way they develop value for the sports industry," Barron said.

"The way we approach this is that our students will be very disruptive in their thinking and highly innovative in everything they're doing. They'll be using best-practice disruptive design tools and high-performance team thinking as they enter the industry, designing innovation into all the work they do."

WANT A JUMP ON YOUR CAREER IN SPORTS?



CARTHAGE
COLLEGE



Make the **Sports Management** track in Carthage College's growing master's program in business part of your game plan.

You'll learn effective management strategies through the lens of sports and earn your master's degree **in just 10 months**.

THE CARTHAGE ADVANTAGE:

- ▶ More targeted than an MBA
- ▶ Lead and manage high-performing, cross-functional teams
- ▶ Built with input from top industry leaders
- ▶ Develop effective strategies and programs for private, nonprofit, and government sectors

“ I got the tools I need to pursue whatever path I want. It was such a breath of fresh air to get knowledge from people who are on the front lines of the sports industry. They brought those insights and experiences to class every week. ”

— Will Jurgensen, program graduate

Learn more about Master of Science in Business, Sports Management Track
[CARTHAGE.EDU/MS-BUSINESS](https://carthage.edu/ms-business)