

2016

M.B.A. in Sports Revenue Generation 2016

Nova Southeastern University

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M.B.A. in Sport Revenue Generation Course Descriptions 2016

[Course Descriptions](#)

Full-Time professionals are available to discuss the M.B.A. in Sport Revenue Generation curriculum with you in greater detail. Simply call 800.672.7223 Ext. 25168 or contact our [Enrollment Services Staff](#).

SPT 5910 Sport Sponsorship Design and Strategies (3 cr.)

This course will explore advanced sport sponsorship design and strategies. Current techniques will be applied to case studies and projects for acquiring and evaluating potential revenue-generating sponsorships. Students will prepare thorough sponsorship plans and deliver proposal presentations reflecting proven techniques.

SPT 5920 Sport Ticketing, Concessions and Merchandise Management (3 cr.)

This course is designed to offer a comprehensive overview of the revenue generating streams of ticket sales, concession sales, and merchandise sales for various sport organizations. Students will gain an understanding of state-of-the-art strategies and theories being used in arenas, stadiums, and other sport based venues. They will learn to understand and appreciate the unique challenges and opportunities sport managers face and how to apply the theories and strategies learned to real world situations.

SPT 5930 Sport Event and Fundraising Strategies and Techniques (3 cr.)

This course is designed to provide an introduction to the principles of sport event management for the express purpose of raising funds. A conceptual framework will be developed through definitions, models, and the utilization of case studies. The planning, development, management, and implementation of strategies for successful fundraising events will be the focus. Specific topics will include event studies, bid preparation, securing sponsorship, negotiations, and volunteer management.

SPT 5940 Sport Revenue Generation and Emerging Technologies (3 cr.)

This course is designed to offer an overview of emerging technologies that will impact current and future revenue generating streams of sport organizations. Students will gain an understanding of state-of-the-art sport enterprise software, internet applications, mobile applications, and social media applications and how they are being utilized to generate new revenue streams. Students will learn to understand and appreciate the unique challenges and opportunities sport managers face as new technologies enter the market place and how to apply the theories and strategies learned to future opportunities.

Foundation Course Descriptions

QNTP 5000 Foundations of Business Statistics (3 cr.)

This course covers collection, description, analysis, interpretation, and presentation of data to support business decision making. Probability distributions, central limit theorem, statistical inference for univariate data; correlation analysis and introduction to linear regression modeling and their application to real world business problems are discussed. The data analysis capabilities of Microsoft Excel are integrated throughout the course.

FINP 5001 Accounting and Finance Foundations (3 cr.)

A survey of the essentials topics in accounting and finance includes modern corporate environments, agency and governance, accounting principles, financial statements, ratio analysis, time value of money, financial decision making tools.

M.B.A. in Sport Revenue Generation Overview 2016

The most sought after individuals to sport organizations are those who can add to the revenue base by securing and activating sponsorship deals, maximizing sales, organizing fundraising events, and creatively leveraging emerging technologies to generate new revenue streams.

The M.B.A. in Sport Revenue Generation is a completely unique program, designed to meet the sports industry's growing demand for professionals who are dedicated to revenue enhancement. This program was designed to specifically provide students with revenue generation knowledge, skills, and techniques that will set graduates apart from other job candidates. This cutting edge program is literally a one-of-a-kind in the world of sport management education; no other program focuses so specifically on the knowledge and skills needed to generate revenue.

Graduates of the M.B.A. in Sport Revenue Generation program will be prepared for careers in a wide variety of positions in collegiate and professional sports, with teams, leagues, events and tours.

M.B.A. in Sport Revenue Generation Program Features and Curriculum 2016

Program Features

- **SPT courses are only offered evenings on the main campus**
- M.B.A. core courses offered
 - Evenings (Main Campus)
 - Online
 - Daytime (Main Campus)
 - Alternating Weekends ([Select Campuses](#))
- **Each SPT course will only be offered once per year so you need to enroll in those classes when offered or program completion will be delayed.** (Check the projected SPT course schedule to help you plan your schedule)
- SPT courses are stand alone courses with no prerequisites
- Program begins five times annually with starts in August, October, January, March, and May.

For more information about the program, please contact:

The Office of Graduate Admissions

(954)262-5067

1-800-672-7223 ext. 25067

hcbeinfo@nova.edu

Curriculum Guide

Total credits: 39

[M.B.A. Core Courses](#) (21 total credits)

SPORT REVENUE GENERATION CONCENTRATION COURSES (12 TOTAL CREDITS)

| | |
|----------|---|
| SPT 5910 | Sport Sponsorship Design and Strategies |
| SPT 5920 | Sport Ticketing, Concessions and Merchandise Management |
| SPT 5930 | Sport Event and Fundraising Strategies and Techniques |
| SPT 5940 | Sport Revenue Generation and Emerging Technologies |

ELECTIVES (6 TOTAL CREDITS)

| | |
|----------|------------------------------|
| XXX XXXX | Open elective course in HCBE |
| XXX XXXX | Open elective course in HCBE |

Current students: Please consult your Academic Advisor for program requirements or access [SharkLink](#) for your CAPP report. Program requirements are subject to change, and your Academic Advisor or CAPP report can provide you with the courses required for your catalog term.