

2018

# M.B.A. with a Concentration in Sports Revenue Generation 2018-2019

Nova Southeastern University

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## M.B.A. With A Concentration in Sport Revenue Generation 2018-2019

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### CONTACT US

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#### Graduate Admissions

(954) 262-5168  
800-672-7223 ext. 25168  
[hcbeinfo@nova.edu](mailto:hcbeinfo@nova.edu)

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. with a Concentration 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. with a Concentration 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.

#### Admissions Deadlines:

Winter I 2019: December 21, 2018  
Winter II 2019: March 4, 2019  
Summer 2019: April 22, 2019  
Fall I 2019: August 5, 2019  
Fall II 2019: October 7, 2019

### Program Features

- M.B.A. core courses offered weeknights or during the day on the main campus and online. Sport Revenue Generation courses offered weeknights on the main campus. **Beginning Fall 2018** Sport Revenue Generation courses will be available weeknights on the main campus and online.
- **When you see an SPT concentration course being offered in the schedule, take advantage of the offering and enroll or program completion will be delayed, the concentrations courses are not offered every semester.**  
(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) 262-5168  
1-800-672-7223 ext. 25168  
[hcbeinfo@nova.edu](mailto:hcbeinfo@nova.edu)

### Curriculum Guide

Total Credits: 40-49

## **M.B.A. Core Courses** (22-31 total credits)

### SPORT REVENUE GENERATION COURSES (18 TOTAL CREDITS)

**SPT 5910** Sport Sponsorship

**SPT 5920** Sport Ticketing, Concessions and Merchandise

**SPT 5930** Sport Event and Fundraising

**SPT 5940** Emerging Technologies

XXX XXXX Open elective course in HCBE (excludes courses with ACT, CHS, PUB and TXX prefixes)

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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.

## M.B.A. Core Courses

### EACH OF THE FOLLOWING IS REQUIRED (22-31 TOTAL CREDITS)

ACT 5001 Introductory Accounting\*

FIN 5008 Business Finance\*\*

QNT 5000 Foundations of Business Statistics\*\*

MGT 5001 Developing Academic and Career Success\*\*\*

MGT 5105 Managing Organizational Behavior in a Dynamic and Complex World\*\*\*

MKT 5125 Marketing Decisions for Managers

FIN 5130 Financial Management

ACT 5140 Accounting for Decision Makers

ISM 5150 Information Systems Strategy and Data Management

QNT 5160 Data Driven Decision Making

## MGT 5170 Applying Strategy for Managers

\* Course may be waived at the discretion of the department chair or designee. Waivers will only be considered when an equivalent course with a grade of C has been earned in the past 10 years

\*\* Waivers will only be considered when an equivalent course with a grade of B- has been earned in the past 5 years

\*\*\* Students must take MGT 5001 and MGT 5105 in their first term.

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.

## Course Descriptions

Full-Time professionals are available to discuss course content in greater detail with you. Simply contact your Admissions Manager at 800.672.7223 Ext. 25168 or use the Contact Us link.

### **ACT 5001** Introductory Accounting (3.00 cr.)

An accelerated introductory course stressing the essential elements of accounting skills that will be used in the master's degree program. Managerial uses of accounting data and preparation of financial statements will be covered in this course. Course satisfies program prerequisite of financial accounting for master's degree programs.

### **ACT 5140** Accounting for Decision Makers (3.00 cr.)

This course focuses on the various ways decision makers in all organizations can use accounting information. The focus is NOT to train students to produce accounting information. Rather, the focus is to train students to interpret, evaluate, and use accounting information. Accounting information can be used to support a variety of real world decisions, including evaluating an organization's financial position, planning future activities (short and long-term), motivating behavior, and evaluating performance. We will discuss both financial accounting (focusing on external users of accounting information) and managerial accounting (focusing on internal users of accounting information). We will also discuss the regulatory environment that governs financial accounting. We will discuss international accounting issues such as International

Financial Reporting Standards (IFRS) and transfer prices. Prerequisites: ACT 5001 or equivalent and QNT 5000 or equivalent with grade of B-or better and no older than 5 years.

**FIN 5008** Business Finance (3.00 cr.)

An accelerated introductory course stressing the essential elements of finance knowledge. Course satisfies program prerequisite of finance for master's degree programs. Financial management as it applies to organizations, time value of money concepts and applications, discounted cash flows and securities valuation will be covered in this course as well as preparation of financial statements and managerial uses of accounting data.

**FIN 5130** Financial Management (3.00 cr.)

Students will gain a working knowledge of financial management by learning to develop a systematic approach to financial analysis; to apply techniques for planning, forecasting, and managing; as well as to evaluate and recommend improvements in the organization's financial performance. Prerequisite Change: FIN 5008 or FINP 5008 or equivalent with a grade of B- or better. Prerequisite courses can be no older than 5 years

**ISM 5150** Information Systems Strategy and Data Management (3.00 cr.)

Information and communication technologies and their strategic application in business processes are essential components of today's global business environment. This course explores the use of information systems and data management in a business setting to build innovative business models and systems, optimize business processes, capture and leverage valuable data, and deploy strategies for creating competitive advantage. The implementation and use of these systems to build strategic partnerships and customer relationships are also discussed.

**MGT 5001** Developing Academic and Career Success (1.00 cr.)

This course focuses on preparing students for academic and career success. Topics include working effectively in teams, academic writing and research skills, networking, business ethics, social responsibility, sustainability and leadership qualities for effective performance in the work place. Through formal and informal interactions with faculty and business leaders, students will examine, explore and practice skills necessary to perform successfully in their academic and professional life.

**MGT 5105** Managing Organizational Behavior in a Dynamic and Complex World (3.00 cr.)

Students will gain a thorough understanding of individual, group and organizational behavior. Students will utilize this knowledge to build practical skills in leading individuals and teams to high performance. Through a variety of teaching methods, students will learn to diagnose their business environment, identify and analyze problems, and develop sound, creative and socially-responsible solutions to help their organizations thrive in a complex and uncertain world.

**MGT 5170** Applying Strategy for Managers (3.00 cr.)

Students will integrate knowledge across the fields studied in the MBA program and apply entrepreneurial and strategic practices to organizations of varying sizes. The goal is to create value for the organization and shareholders and ensure sustainable growth. Students will use critical thinking skills to formulate, implement and evaluate strategic decisions in a dynamic, competitive, regulated, global environment. Throughout the course, students will apply strategic management concepts to real world and simulated situations and assess the effect on competitive advantage. Prerequisites: MGT 5105 or MGT 5020, and MKT 5125 or MKT 5070, and FIN 5130 or FIN 5080 or FIN 5970 or FIN 5805, and ACT 5140 or ACT 5060 or ACT 5809, and ISM 5150 or ISM 5085 or ISM 5014, and QNT 5160 or QNT 5040.

**MKT 5125** Marketing Decisions for Managers (3.00 cr.)

Students will gain a working knowledge of the decisions marketing managers make by learning to think strategically. Students will develop marketing plans aligning marketing decisions and strategies. Students will be able to implement marketing decisions to optimize customer and organizational value.

**QNT 5000** Foundations of Business Statistics (3.00 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 uni-variate 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.

**QNT 5160** Data Driven Decision Making (3.00 cr.)

Data is rapidly becoming one of our most important and valuable business assets. This course covers the concepts and practices of decision-making with the application of analytical methods that can leverage the value of that data. Students will gain a working knowledge of various quantitative models and techniques such as simulation, queueing and forecasting. Emphasis will be given to decisions that must be made in a real world environment where the explicit consideration of risk and uncertainty is a critical factor. Decision-making applications will

include operational areas such as capacity planning, demand management, and inventory control. Prerequisites: QNTP 5000 or QNTP 5002 with a grade of B- or better and FINP 5001 or FINP 5008 with a grade of B- or better. Prerequisite courses can be no older than 5 years.

## **Course Descriptions**

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

## **COURSE DESCRIPTIONS**

### **SPT 5910 Sport Sponsorship Design and Strategies (3.00 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 (3.00 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 (3.00 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 (3.00 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.

## **Prerequisite Courses**

The following prerequisite courses are built into the M.B.A. core curriculum.

**ACT 5001**    Introductory Accounting\*

**FIN 5008**    Business Finance\*\*

**QNT 5000**    Foundations of Business Statistics\*\*

\* Course may be waived at the discretion of the department chair or designee. Waivers will only be considered when an equivalent course with a grade of C has been earned in the past 10 years

\*\* Waivers will only be considered when an equivalent course with a grade of B- has been earned in the past 5 years

Students have two options for satisfying a program prerequisite course:

Complete course(s) offered by the H. Wayne Huizenga College of Business and Entrepreneurship;

Complete a proficiency examination administered by a testing organization that has national recognition, such as CLEP and DANTES. Students selecting this option must complete the requirements within their first two semesters with HCBE. After the second semester, courses must be completed with HCBE. Official transcripts must be received by the office of Academic Advising one week prior to students seeking to register for courses requiring the prerequisite requirement.