Sport Business Executive Program, M.S.

SCHOOL OF SPORT, TOURISM AND HOSPITALITY MANAGEMENT

About the Program

The goal of the Executive Master of Science in Sport Business program is to provide experienced business professionals both inside and outside of the sport industry with the quantitative literacy, strategic decision making, and effective business communication skills they need to become senior and c-suite executives within the vast sport industry. In partnership with the Fox School of Business and Management’s online MBA program, the Executive Master of Science in Sport Business program leverages cutting-edge management coursework with focused sport-specific courses to help students lead and succeed in this competitive industry. Graduates of the Executive Master of Science in Sport Business program gain:

- in-depth knowledge of the size, scope, functioning, and issues facing the global sport industry;
- enhanced analytical and critical thinking skills; and
- preparedness for career advancement within the global sport industry.

Students interested in studying at the doctoral level should refer to the Ph.D. program in Business Administration with a concentration in Tourism and Sport offered by Fox School of Business and Management.

Time Limit for Degree Completion: 4 years, but the program is designed to be completed over 13 months.

Campus Location: Online, with a mix of sessions with the instructor, smaller team sessions, and independent work by students.

Full-Time/Part-Time Status: The degree program can be completed on a full- or part-time basis.

Affiliations: Coursework from the Fox School of Business and Management is required for the Executive Master of Science in Sport Business program. The School of Sport, Tourism and Hospitality Management (STHM) is affiliated with the Fox School.

Job Prospects: Students who are not already working in the industry typically find placements with professional sport organizations, collegiate and high school athletics offices, community-based sport organizations, sport marketing agencies, and sport facilities.

Financing Opportunities: Students are automatically considered for merit-scholarships from STHM’s graduate programs at the time of admission. Scholarships are awarded on the basis on a student’s academic history and professional experience.

Admission Requirements and Deadlines

Application Deadline:

Fall:

- December 15 – Early Admissions Deadline
- March 1 – Priority Scholarship Deadline and International Deadline
- June 30 – Final Application Deadline

Applications are processed as they arrive through the deadline. Late applications may be considered for admission if space is available.

APPLY ONLINE to this STHM graduate program.

Letters of Reference:

Number Required: 2

From Whom: Letters of recommendation should be obtained from college/university faculty members familiar with academic competence and/or past or current work supervisors.

Bachelor’s Degree in Discipline/Related Discipline: All applicants must present credentials that are the equivalent of the appropriate baccalaureate degree at Temple University.

Statement of Goals: In 500 words or less, describe your short-term and long-term professional goals. Explain how this program will help you attain those goals.

Standardized Test Scores:

GMAT/GRE: Scores may be requested based on the applicant’s academic and/or professional background. Candidates with an undergraduate GPA below 3.0 are required to submit valid GMAT or GRE test scores. Consult an admissions advisor with any questions.
Applicants who earned their baccalaureate degree from an institution where the language of instruction was other than English, with the exception of those who subsequently earned a master’s degree at a U.S. institution, must report scores for a standardized test of English that meet these minimums:

- TOEFL iBT: 79
- IELTS Academic: 6.5
- Duolingo: 110
- PTE Academic: 68

**Resume**: Current resume or CV required.

**Transfer Credit**: Graduate credits from an accredited institution may be transferred into the program. The credits must be equivalent to coursework offered in the Executive Master of Science in Sport Business and cannot have been used to complete another degree either at Temple University or another institution. The grade must be a “B” (3.0 GPA) or better in order to transfer. The maximum number of credits a student may transfer is 6.

### Program Requirements

**General Program Requirements**:

*Number of Credits Required Beyond the Baccalaureate: 30*

**Required Courses**:

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credit Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td><strong>Foundation Courses</strong></td>
<td></td>
</tr>
<tr>
<td>SRM 5255</td>
<td>The Sport Workplace</td>
<td>3</td>
</tr>
<tr>
<td>STAT 5001</td>
<td>Quantitative Methods for Business</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Sport Industry Courses</strong></td>
<td>15</td>
</tr>
<tr>
<td>SRM 5211</td>
<td>Sport Finance and Economics</td>
<td></td>
</tr>
<tr>
<td>SRM 5212</td>
<td>Legal Issues in Sport and Recreation</td>
<td></td>
</tr>
<tr>
<td>SRM 5220</td>
<td>Special Topics in Sport and Recreation</td>
<td></td>
</tr>
<tr>
<td>SRM 5226</td>
<td>Consumer Behavior in Sport and Recreation</td>
<td></td>
</tr>
<tr>
<td>SRM 5227</td>
<td>Sport Media and Communication</td>
<td></td>
</tr>
<tr>
<td>SRM 5251</td>
<td>Introduction to Sport Analytics</td>
<td></td>
</tr>
<tr>
<td>SRM 5252</td>
<td>Sport for Development</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Cognate Courses</strong></td>
<td>9</td>
</tr>
<tr>
<td>EPSY 8960</td>
<td>Seminar Series: Problems in Educational Psychology</td>
<td>(^1)</td>
</tr>
<tr>
<td>EPSY 8985</td>
<td>Teaching in Higher Education (^1)</td>
<td></td>
</tr>
<tr>
<td>HRM 5113</td>
<td>Power, Influence, and Negotiation</td>
<td></td>
</tr>
<tr>
<td>HRM 5114</td>
<td>Building Human Capital</td>
<td></td>
</tr>
<tr>
<td>HRM 5115</td>
<td>Designing Talent Acquisition Systems</td>
<td></td>
</tr>
<tr>
<td>HRM 5116</td>
<td>Designing Strategic Reward Systems</td>
<td></td>
</tr>
<tr>
<td>MKTG 5001</td>
<td>Marketing Management/Strategy</td>
<td></td>
</tr>
<tr>
<td>MKTG 5107</td>
<td>Product Management</td>
<td></td>
</tr>
<tr>
<td>MKTG 5109</td>
<td>Mobile Marketing and Communications</td>
<td></td>
</tr>
<tr>
<td>SGM 5051</td>
<td>Business Strategy in a Global Environment</td>
<td></td>
</tr>
<tr>
<td></td>
<td><strong>Total Credit Hours</strong></td>
<td>30</td>
</tr>
</tbody>
</table>

\(^1\) To enroll in EPSY 8960 and EPSY 8985, students are required to have the approval of their advisor and the Academic Director. Successful completion of both courses is required for a student to earn the Teaching in Higher Education graduate certificate offered by Temple University’s Center for the Advancement of Teaching.

**Culminating Event**: Satisfactory completion of coursework is required to earn the Executive Master of Science in Sport Business degree.
Contacts

Program Web Address:

Department Information:
School of Sport, Tourism and Hospitality Management
111 Speakman Hall
1810 N. 13th Street
Philadelphia, PA 19122-6083
sthm@temple.edu
215-204-8701

Submission Address for Application Materials:
https://foxgraduate.force.com/ERx_Forms__Portal_Login?type=sthm

Department Contacts:

Assistant Director of Graduate Enrollment:
Michelle Siporin
michelle.siporin@temple.edu
215-204-8701

Manager of Student Services:
James Alton, M.S.Ed.
james.alton@temple.edu
215-204-7140

Academic Director:
John Allgood, M.S.
john.allgood@temple.edu
215-204-4398

Chairperson:
Daniel Funk, Ph.D.
Department of Sport and Recreation Management
dfunk@temple.edu
215-204-1972