

Business Administration

with a concentration in Sport Revenue Generation

MASTER

NSU
Florida

H. Wayne Huizenga College of
Business and Entrepreneurship
NOVA SOUTHEASTERN
UNIVERSITY

At a Glance

PROGRAM FEATURES

- 40–49 credit hours depending on undergraduate coursework
- 18–21 months
- Program begins five times annually with starts in January, March, May, August, and October.

PROGRAM FORMATS

- M.B.A. courses are offered days and evenings at the Fort Lauderdale /Davie Campus and online.
- Sport Revenue Generation courses are offered evenings at the Fort Lauderdale/Davie Campus and online.

M.B.A. with a concentration in Sport Revenue Generation

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 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.



Learn More
business.nova.edu

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2018–2019 CURRICULUM

M.B.A. Core Courses (21–31 credits) Credits

ACT	5001	Introductory Accounting*	3
ACT	5140	Accounting for Decision Makers	3
FIN	5008	Business Finance**	3
FIN	5130	Financial Management	3
ISM	5150	Information Systems Strategy and Data Management	3
MGT	5001	Developing Academic and Career Success	1
MGT	5105	Managing Organizational Behavior in a Dynamic and Complex World	3
MGT	5170	Applying Strategy for Managers	3
MKT	5125	Marketing Decisions for Managers	3
QNT	5000	Foundations of Business Statistics**	3
QNT	5160	Data Driven Decision Making	3

* 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 completed in the past 10 years.

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

Sport Revenue Generation (18 credits) Credits

SPT	5910	Sport Sponsorship	3
SPT	5920	Sport Ticketing, Concessions and Merchandise	3
SPT	5930	Sport Event and Fundraising	3
SPT	5940	Emerging Technologies	3
Open elective—any course in HCBE excluding ACT, CHS, PUB, and TXX prefixes			6

Note:

SPT 5980 Sport Revenue Generation Internship is an elective option

This publication should not be viewed as a substitution for official program requirements and outcomes. A student is responsible for meeting the curriculum and program requirements in the *Graduate Student Catalog* that are in effect when the student enters the program.

Nova Southeastern University admits students of any race, color, sexual orientation, gender, gender identity, military service, veteran status, and national or ethnic origin. ■ Nova Southeastern University is accredited by the Southern Association of Colleges and Schools Commission on Colleges to award associate's, baccalaureate, master's, educational specialist, doctorate, and professional degrees. Contact the Commission on Colleges at 1866 Southern Lane, Decatur, Georgia 30033-4097 or call 404-679-4500 for questions about the accreditation of Nova Southeastern University. 05-046-18_11PGA

Enrollment Services

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