

Love of the Game

Master of Science in Sport Management

SCHOOL OF BUSINESS



Southern
New Hampshire
University

Go Master the “Game”

Master of Science in Sport Management

The growth of sports as a major industry has increased opportunities for well-trained professional managers. A well-rounded business education with a focus on sport management skills is essential. No GMAT or GRE is required.

According to the U.S. Bureau of Labor Statistics, a master’s degree in sport management can help you get a higher-level position in the industry. The job outlook is good, with careers in athletic management, marketing, sales, public relations and more are expected to see growth of 14 percent to 30 percent over the next seven years.

Why sport management at SNHU?

- Required internships provide students with professional experience.
- SNHU’s program is highly affordable and can be completed in 18 months.
- Students can take courses in the traditional classroom, online or both.
- SNHU’s sport management program is one of only two programs in New England to be approved by the Sport Management Program Review Council.
- Program combines M.B.A. and sport management programs so you graduate with business knowledge and thorough understanding of the field.
- Career-support services guide students through internship and career-goals process.

Career Outlook

SNHU graduates are prepared for a number of career opportunities and enter a network of highly-placed alumni:

- Sport teams, agencies, college athletics, event management, sport equipment manufacturing, sales and much more.
- The Boston Celtics, the United States Olympic Committee, the Cleveland Cavaliers, the Boston Bruins, the Fitness Network, the Manchester Monarchs, Nike and Red Bull are among the many companies that have employed SNHU sport management students.

Required Course Work

The M.S. in sport management requires 14 courses totaling 42 credits and combines courses related to sport management with the core courses from the M.B.A. program.

Foundational Course Requirements:

MBA 501	Mathematics and Statistics for Business
MBA 502	Economics for Business
MBA 610	Business Law

Major Courses

MBA 710	Internship
OL 500	Human Behavior in Organizations
OL 670	Organizational Leadership
SPT 501	Research Methods in Sport Management
SPT 510	Sport and Society
SPT 565	Internationalization of Sport
SPT 600	Management of Sport Organizations
SPT 608	Sport Marketing & Media
SPT 610	Sport Law
SPT 620	Finance & Economics of Sport
SPT 700	Seminar in Sport Management

Select three graduate business or SPT electives

Accreditation

Accreditation Commission for Programs in Hospitality Administration
American Culinary Federation Educational Institute
Association of Collegiate Business Schools and Programs
European Council for Business Education
National Association for Sport and Physical Education
New England Association of Schools and Colleges
New Hampshire Postsecondary Education Commission
New Hampshire State Department of Education for
Teacher Certification
North American Society for
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