THE SCHOOL OF GRADUATE AND PROFESSIONAL STUDIES

MASTER OF SCIENCE: SPORT BUSINESS MANAGEMENT

This 36-credit Master of Science degree program provides individuals with the necessary knowledge and business skills to assume a leadership role in sports management. The course work provides an interdisciplinary approach to the study of sport management intended to provide a thorough foundation in sport and business while allowing flexibility for students to explore a wide variety of opportunities within the field. A distinguishing highlight of the program is the capstone experience, a required internship, which prepares the students for middle and upper level positions within a variety of markets, such as: professional sport, intercollegiate athletics, and amateur and youth athletic organizations. Our dedicated management team helps facilitate the process, so you are not on your own in finding a company. We have successfully placed students with a variety of companies, some of which are listed below. Many have resulted in full-time offers of employment upon graduation. Industry executives may use work experience to fulfill the internship.

ANC Sports  
MLB Network  
New York Islanders  
New York Knicks  
Octagon Sports  
US Tennis Association  
Brooklyn Cyclones  
MySportsDreams  
New York Jets  
New York Mets  
WWE  
USA Sevens  
YES Network  
New Jersey Devils  
Madison Square Garden  
New York Rangers  
New York Islanders  
NY Yankees  
Major League Baseball  
New York Giants  
MSG Network  
New York Yankees  
Steiner Sports  
WFAN

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The student body currently consists of 30% individuals in the industry, 30% career changer types and 40% are students who have recently graduated from their undergraduate college or university. We have had students come from across the country and institutions such as Cal, Harvard, Boston College, North Carolina, Bates, Iona, Fairfield and naturally, Manhattanville as well as others. Our alumni have jobs with the USTA (several), Yankees, Mets, Rangers, Jets, Giants, Islanders, Olympics, venues and a myriad of associations and agencies. The mission of Manhattanville College’s Sport Business Management program is to promote and develop the necessary knowledge and business skills to assume a leadership role in sport management by providing a thorough foundation in sport business while allowing flexibility for students to explore a wide variety of opportunities within the field.

REQUIRED COURSES (students take all 8)

- Dynamics of the Sport Business World
- Economic and Financial Aspects of Sport Management
- Legal and Ethical Considerations in Sports
- Facility and Event Management
- Managing Sport Businesses Strategically
- Sports Marketing
- Leading Sports Organizations
- Internship

ELECTIVE COURSES (students choose 4)

- Sport Business and Technology in the Global Market
- Sport Psychology
- The Business of Baseball
- Sport Communications
- Sport Content (Various aspects of Sport Media)
- Sport Journalism
- Leading Change in Sports
- The Role of An Agent in Sport
- Fundraising and Non Profit Aspects of Sport
- Contemporary Leadership Issues in Sport Entrepreneurship
- International Sport Management
- Strategic Negotiations
- Research Methods

The program is ideal for individuals who want to move up in the industry or find their way into the $450 Billion Sports Business Industry. Courses are taught with academic rigor by an outstanding adjunct faculty who are both practicing sports business executives and exceptional educators who bring real-world experience and networking opportunities into the classroom.