



Degree PROGRAMS



Entertainment Business *with a Sports Management Elective Track*

Graduate Degree Program - Campus & Online

OVERVIEW

The Entertainment Business Master of Science Degree with a Sports Management Elective Track is an advanced exploration of the specific sports management and business skills you need to excel in the entertainment and sports business industry. This balanced and in-depth curriculum includes courses such as Executive Leadership, Sports Management and Operations, Project and Team Management, Legal Issues in Sports, Negotiation and Deal-making, Sports Marketing and Sponsorships, Entertainment Business Finance, and Business Plan Development.

Throughout this specialized education, you'll learn the strategies of top executives and apply those exercises to develop your own leadership abilities. You'll also complete two capstone projects—a leadership portfolio and a business plan thesis—which will require you to make practical use of important business concepts like project management, contract negotiation, sports marketing, financial planning, and business plan development.

This well-rounded education will help to hone your leadership and business skills in preparation for entering or advancing through the entertainment and sports industry. To help you make that transition, Full Sail University has a team of Career Development professionals that can help you polish your interviewing skills and résumé and get you ready to enter the industry. In addition, our Career Development services and advisors are available for support and assistance throughout your career – not just during your education.

MASTER'S OBJECTIVE

Our goal is to provide you with the focused knowledge and understanding of essential business skills necessary to be successful in the entertainment and sports industry. This program is designed to foster the development of highly trained individuals who want to develop careers in the sports and entertainment business fields. The curriculum in this degree program encompasses courses that address executive leadership skills, project and team management, sports management and operations, legal issues in sports, negotiation and deal-making, sports marketing, internet marketing, and business plan development.

In addition to business proficiency, your education will help you develop critical-thinking, problem-solving, and analytical skills that contribute to lifelong learning, providing you with tools to help sustain a long and productive professional career.

Campus & Online

Chronological Course Schedule by Months

	MONTH	CODE	COURSES	CREDIT HOURS
Master's Program	1	MDL501	Mastery: Personal Development and Leadership	3.0
	2	MAN630	Executive Leadership	3.5
	3	MAN603	Project and Team Management	3.5
	4	MAR630	Business Storytelling and Brand Development	3.5
	5	GEB6508	Entertainment Business Finance	3.5
	6	MAR681	Digital Marketing	3.5
	7	MAN6447	Negotiation and Deal-Making	3.5
	8	MAN6224	Sports Management and Operations*	3.5
	9	BUL5582	Legal Issues in Sports*	3.5
	10	MAR6112	Sports Marketing and Sponsorship Sales*	3.5
	11	GEB612	Business Plan Development	3.5
	12	EBM692	Final Project: Business Plan	3.5

TOTAL CREDIT HOURS: 41.5

TOTAL WEEKS: 48