



**NYU**

SCHOOL OF  
PROFESSIONAL STUDIES

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# PROFESSIONAL SPECIALIZATION TRACKS

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**BS IN SPORT MANAGEMENT**

**PRESTON ROBERT TISCH INSTITUTE  
FOR GLOBAL SPORT**



## PROFESSIONAL SPECIALIZATION TRACKS

The **Preston Robert Tisch Institute for Global Sport** recognizes the dynamic nature of the sport industry, and thus, the need to offer a variety of courses to prepare students for a career. The **professional specialization tracks** allow the student to create a degree program that aligns with their interests. Many elective offerings might make it difficult to choose, so we have created this brochure to help you design a program of study that best suits your interests.



## SPORT ENTREPRENEURSHIP TRACK

As technology becomes more disruptive, marketing more interactive, niche markets continue growing, and social and environmental responsibility increases, startups that can adapt to this dynamic sport industry are critical. The Sport Entrepreneurship Track is a unique track that enables students through an environment that cultivates the next generation of sport startup leaders. By collaborating with local venture capitalists and incubators, NYU Entrepreneurial Institute, and Leslie eLab, students can receive an informed and holistic approach from problem recognition to raising funds by exposure to and mentoring from venture capitalists. Upon completion of this track, the objective is to have students attain support from an incubator or venture capitalist.

**NOTE:** *This track is unique in that it is designed to prepare the student to launch a startup. Therefore, it is preferred that students declare interest in this track by the end of their sophomore year and enroll in Entrepreneurship I, II, and III.*

### Related Core Course

Foundations in Entrepreneurship

### Preferred Electives

Entrepreneurship I: Incubator Phase (3 cr)

Entrepreneurship II: Accelerator Phase (3 cr)

Entrepreneurship III: Iteration & Rapid Prototyping (3 cr)

### Suggested Additional Electives

Intellectual Property & Licensing (3 cr)

Legal Skills Seminar (3 cr)

Marketing Research & Analytics (3 cr)

Consumer Behavior (3 cr)

## SPORT TECH TRACK & INNOVATION

Perhaps you're not quite ready to launch your own start-up, but you find the world of sport technology intriguing... this track might be an exciting option for you. With blockchain, 5G, virtual reality, augmented reality, machine learning, and artificial intelligence infiltrating the sport industry, you can get in on the forefront by exploring these courses! *Students are free to take as many of the suggested electives as they prefer.*

### Related Core Course

Foundations in Entrepreneurship

### Suggested Electives

Entrepreneurship I: Incubator Phase (3 cr)

Business of esports (3 cr)

Sport Technology & Innovation (3 cr)

Digital Media & Marketing in Sport (3 cr)

Emerging Issues in Sport (3 cr)

Foundations in Sport Analytics (3 cr)

## SPORT EVENT MANAGEMENT TRACK

Globally, the sports tourism industry is the fastest-growing sector within the travel industry, valued at \$8 billion. With so many seeking novel experiences by participating in or watching sport, the event industry is booming. The Tisch Institute is uniquely positioned in the sport event mecca, which provides an exceptional learning environment. *Students are free to take as many of the suggested electives as they prefer.*

### Related Core Courses

PR In Sport

Revenue Generation in Sport

Sport Marketing

### Suggested Electives

Sport Event Planning & Operations (3 cr)

Live Sport Event Management (3 cr)

Sport Facility Management (3 cr)

Sport Tourism & Mega Events (3 cr)

Sport Sponsorship Strategies (3 cr)

Marketing Research & Analytics (3 cr)

Consumer Behavior (3 cr)

## SPORT MARKETING TRACK

The sport marketing track introduces the student to the psychology of the sport consumer to better understand the motives behind the consumption of sport products and teams. Students will have the opportunity to work closely with top sport brands through exciting course projects and other learning opportunities. *Students are free to take as many of the suggested electives as they prefer.*

### Related Core Courses

Sport Marketing  
Revenue Generation in Sport

### Suggested Electives

Intellectual Property & Licensing (3 cr)  
Consumer Behavior (3 cr)  
The Psychology of Fandom (3 cr)  
Digital Media & Marketing in Sport (3 cr)  
Sport & Entertainment Packaging (3 cr)  
Sport Sponsorship Strategies (3 cr)  
Marketing Research & Analytics (3 cr)  
Sport Media Strategies (3 cr)

## SPORT MEDIA TRACK

Keeping up with the fast-paced sport industry is a big challenge for today's media! If you are excited by the 24-hour news cycle and breaking the next big story, then this is the track for you! Students will have the opportunity to create and produce their own content while learning from the best in the industry. *Students are free to take as many of the suggested electives as they prefer.*

### Related Core Course

Public Relations in Sport

### Suggested Electives

Sport Media Strategies (3 cr)  
Sport Broadcasting (3 cr)  
Sport Media Storytelling (3 cr)  
From Field to Screen: Making the Sport Film (3 cr)  
Digital Media & Marketing in Sport (3 cr)  
Sport & Entertainment Packaging (3 cr)

## SPORT LAW TRACK

Whether you are interested in attending law school or aspire to a future of contracts and negotiations, consider the sport law track. Students will have the opportunity to learn from top lawyers in the industry. *Students are free to take as many of the suggested electives as they prefer.*

### Related Core Course

Sport Law

### Suggested Electives

Legal Skills Seminar (3 cr)

Antitrust & Collective Bargaining (3 cr)

Intellectual Property & Licensing (3 cr)

Global Professional League Governance (3 cr)

Olympic Sport Governance (3 cr)

## SPORT ANALYTICS TRACK

Is *Money Ball* your favorite book (or movie)? Do you love big data? Do you find yourself seeking statistical information about players, teams, leagues, or other capital investments? If so, consider the Sport Analytics Track! Students will learn the latest research tools like R, SQL, and other statistical programs.

### Related Core Courses

Research Methods

Applied Research

### Suggested Electives

Foundations in Sport Analytics (3 cr)

Advanced Sport Business Analytics (3 cr)

Marketing Research & Analytics (3 cr)

Capital Markets & Investments in Sport (3 cr)

Financial Modeling in Sport (3 cr)

Sport Industry Thesis (3 cr)

Independent Study (1-4 cr)

## THESIS TRACK

Perhaps you're interested in gaining a better understanding of research with the objective of pursuing graduate school. This option would also be useful to students interested in pursuing a law degree. If so, then the thesis track, which focuses on developing a foundation of research knowledge to prepare the student for further study, might be a strong option for you. If students choose the Thesis Track option, then Sport Industry Thesis will count as a core course in place of the Internship course.

### **Related Core Courses**

Research Methods

Applied Research

Sport Industry Thesis

### **Suggested Electives**

Foundations in Sport Analytics (3 cr)

Advanced Sport Business Analytics (3 cr)

Marketing Research & Analytics (3 cr)

Other related research courses (3 cr)

Seminar in Sport Management (3 cr)

Independent Study (1-4 cr)



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