



NEW YORK UNIVERSITY
SCHOOL OF CONTINUING
AND PROFESSIONAL STUDIES

PRESTON ROBERT TISCH CENTER FOR
HOSPITALITY, TOURISM, AND SPORTS MANAGEMENT

MASTER OF SCIENCE IN
SPORTS BUSINESS

The Master of Science in Sports Business program, offered by the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management at the NYU School of Continuing and Professional Studies, reflects the expansion and complexity of today's global sports industry. The curriculum integrates academic knowledge and theory with real-world application to address such recent developments as the increased use of metrics, new digital media, and the drive to maximize sponsorship and naming rights for professional and collegiate organizations. Taught by renowned full-time professors and leading industry practitioners in our midtown graduate center, the program prepares students to assume leadership roles in this rapidly changing field. The Tisch Center's location in New York City, home to professional teams in every major sports league and the largest fan base in the nation, and NYU's own global network provide students with unique advantages for networking, internships, and other career opportunities.

CURRICULUM (42 Credits)

General Core **21**

Students are required to take all courses listed below.

TCSB1-GC 1040	Legal Issues	3
TCSB1-GC 1050	Sports Economics	3
TCSB1-GC 1060	Applied Research Methods	3
TCSB1-GC 2100	Financial Analysis	3
TCSB1-GC 2120	Investment Analysis of Sports Facilities	3
TCSB1-GC 2130	Revenue Strategies and Pricing	3
TCSB1-GC 2140	Planning and Development of Major Sporting Events	3

Concentrations

Students select one concentration area.

Collegiate and Professional Sports Operations **15**

Students are required to take all courses listed below.

TCSB1-GC 2005	Intellectual Property and Licensing	3
TCSB1-GC 2015	Professional Franchise Operations	3
TCSB1-GC 2025	College Sports Operations	3

In addition, students select two courses from the following:

TCSB1-GC 2010	Public Relations	3
TCSB1-GC 2050	Amateur Sports Governance	3
TCSB1-GC 2060	Digital Media	3

(continued)

NYU-SCPS Office of Admissions
7 East 12th Street, New York, NY 10003
(212) 998-7100; scps.gradadmissions@nyu.edu
www.scps.nyu.edu/mssb



NEW YORK UNIVERSITY

SCHOOL OF CONTINUING AND PROFESSIONAL STUDIES

Marketing and Media **15**

Students are required to take all courses listed below.

TCSB1-GC 2000	Consumer Behavior	3
TCSB1-GC 2005	Intellectual Property and Licensing	3
TCSB1-GC 2060	Digital Media	3

In addition, students select two courses from the following:

TCSB1-GC 2010	Public Relations	3
TCSB1-GC 2040	Sales and Marketing of Major Sporting Events	3
TCSB1-GC 2090	Market Research	3

Capstone **6**

Students are required to take both courses listed below.

TCSB1-GC 3000	Advanced Research Seminar	3
TCSB1-GC 3010	Consulting Strategies	3

Electives **0**

Students take the courses listed below with advisor's approval.

TCSB1-GC 1010	Leadership and Organizational Behavior	3
TCSB1-GC 1070	Advanced Special Project	3
TCSB1-GC 1090	Internship I	3
TCSB1-GC 3090	Internship II	0
TCSB1-GC 3900	Independent Study in Sports	3

Not-For-Credit Courses **0**

Students take all of the required courses listed below; one or more may be waived with advisor's approval.

TCSB1-GC 0001	Industry Orientation	0
TCSB1-GC 0005	Industry and Business Principles	0
TCSB1-GC 0008	Critical Thinking and Communications	0

Total number of required credits **42 Credits**