The Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management
New York University’s Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management, housed within the School of Continuing and Professional Studies, offers programs leading to a Bachelor of Science in Hotel and Tourism Management and a Bachelor of Science in Sports Management. Named for the late Preston Robert Tisch, a pioneer and visionary recognized throughout the world for his leadership within the hospitality and sports industries, the Tisch Center is committed to providing students with an entrepreneurial model of education based on exceptional scholarship and experiential learning. New York City—a global center of the hospitality, tourism, and sports industries—serves as NYU’s laboratory.
The Faculty: A Wealth of Knowledge

A commitment to excellence in teaching is the hallmark of NYU’s faculty. Our professors are some of the most respected in the country, recruited for their superior academic credentials, status as exemplary role models in the business world, and extraordinary ability to teach. Tisch Center professors are experts in their fields—managers, accountants, lawyers, marketing specialists, architects, and developers—who share real-world experience in their classes. Our faculty also share their knowledge through advisement, mentoring, and professional networking. Courses feature appearances by industry leaders, who have recently included representatives from the Mandarin Oriental Hotel Group, PricewaterhouseCoopers, New York Marriott Marquis, Loews Hotels Corporation, Madison Square Garden, ESPN, NBA, NFL, and Sports Illustrated, among others. Professors often take their classes on site visits to organizations in the city. Please visit our Web site at scps.nyu.edu/tischcenter to view our faculty profiles.

A Center Housed in a Professional School

Through its faculty, curricula, and vibrant professional and academic networks, NYU’s School of Continuing and Professional Studies (NYU-SCPS) captures the expertise of key sectors where New York leads globally, including the hospitality, tourism, and sports industries. Housed within NYU-SCPS, the Tisch Center’s programs in these fields merge NYU’s world-renowned liberal arts foundation, a scholarly industry-specific education, and real-world business experience. The Tisch Center emphasizes professional growth beyond the classroom by encouraging membership in professional associations and student clubs, providing access to career-advancing internships, and promoting attendance at major conferences and special events.

The Liberal Arts Foundation

Both the B.S. in Hotel and Tourism Management and the B.S. in Sports Management Programs are interdisciplinary. In your first two years, you will take liberal arts courses in writing, communication, mathematics, economics, and the natural and social sciences, among other subjects, along with other NYU undergraduates. You also begin taking courses toward your major. You choose a concentration in an area of expertise during your junior year, and you will select electives that examine current topics within the hospitality and sports industries. We also encourage you to work part-time to expand your professional portfolio and study at one of NYU’s 10 sites abroad to develop an international perspective and a knowledge of the global marketplace.

Sports management students collaborate on a group project for the course Sports Law.
Every student is required to fulfill a four-year degree program featuring 68 credits (out of a total of 128 credits) in either hotel and tourism management or sports management. In addition to concentration-specific courses, each program also offers professional elective courses, including emerging issues in hospitality and tourism, entrepreneurship, marketing of tourism destinations, investment and finance of sporting events, and sports and entertainment packaging, among others.

**Hotel and Tourism Management**

Companies that seek our students are both new and established hospitality, tourism, and specialized organizations with a need for effective leaders who communicate clearly, make challenging decisions, and solve complex problems. Experiential learning at one of our teaching hotels—the Waldorf=Astoria and the New York Marriott Marquis—in New York City gives you a distinct advantage over graduates from other schools in this highly competitive field.

The Tisch Center has also partnered with premier metropolitan establishments, including the Loews Regency Hotel, Mandarin Oriental, Starwood Hotels, and Ritz-Carlton to introduce you to real-life work situations and potential future colleagues. The B.S. in Hotel and Tourism Management Program prepares you for managerial positions in sales and marketing, accounting and finance, catering and convention services, special events, tourism planning, and food and beverage operations. The program includes a liberal arts core and a professional studies core. You will choose a concentration in one of three areas: event management, marketing and revenue management, and organizations and operations.

**The Concentrations**

**Event Management**

This concentration addresses the demand for a comprehensive learning experience in events and venue management. You will learn all aspects of the growing size, frequency, economic importance, and planning of major special events, whether conventions, conferences, or trade shows.

**Marketing and Revenue Management**

This concentration focuses on managing revenue and creating marketing strategies that successfully address the modern hotel business. There is an increasing demand for individuals who understand the multiple dimensions of marketing and the intricacies of measuring the value of a customer and who are able to utilize revenue management models to maximize the profit, optimize a variety of distribution channels, and possess advanced knowledge of pricing, forecasting, and promotion.

**Organizations and Operations**

This concentration addresses the need for highly educated and trained managers who understand how to lead a variety of hotel and tourism organizations. The increase in the types and scope of lodging facilities (casinos, private clubs, resorts, and boutiques), the expansion of subsidiary operations (spas, food and beverage outlets, and fitness centers), and the redesign of facilities to mixed-use (stadiums and restaurants, hotels and condominiums, and tourism sites and convention centers) have created a number of new opportunities for graduates from hospitality and tourism programs. Accordingly, this concentration provides an in-depth understanding of specialized areas and functions.

**Sports Management**

Many sporting events, like the Olympics and the World Cup, are no longer considered just athletic activities; rather, they have evolved into potent cultural forces that promote global awareness and inspire personal excellence. The B.S. in Sports Management Program prepares future business leaders and entrepreneurs through a comprehensive management curriculum coupled with firsthand experiences at sports businesses throughout New York City. Studying with scholars and experienced professionals, you will learn the concepts, techniques, and strategies needed to produce and promote sporting and entertainment events and to successfully manage sports arenas and stadiums.
At the Tisch Center’s two teaching sports centers, Chelsea Piers and the NBA Store on Fifth Avenue, you will have the unique opportunity to combine theory with practice. You will advance your knowledge in marketing, promotions, licensing, and revenue management in actual business settings. Nike, Madison Square Garden, and NBC Sports are just some of the well-known companies seeking to hire our students for their business expertise and entrepreneurial spirit. The Bachelor of Science program includes a liberal arts core and a professional studies core. Within this professional studies core, you will choose a concentration in one of three areas: event management, organizational management, or sports law.

**The Concentrations**

**Event Management**
This concentration addresses the demand for a comprehensive learning experience in events and venue management. You will learn all aspects of the growth, frequency, economic importance, and planning of major special events. This concentration equips you with the advanced skills and abilities necessary for creating, organizing, and successfully executing mega events, whether it is the Olympic Games or a trade show.

**Organizational Management**
This concentration addresses the fact that a major area of employment for many recent Tisch Center Sports Management alumni has been in the corporate offices of professional and collegiate sports teams and leagues and in the management groups of sports venues and events. This concentration covers the managerial intricacies pertaining to organizational and operational structures within the sports and entertainment industries. Through this concentration, you will gain an in-depth understanding of the various professional and nonprofit sports business units.

**Sports Law**
This concentration seeks to embrace the current and future complexity of modern sports business. In the fields traditionally associated with law (finance, real estate, and insurance), entrants into the industry are expected to apply legal knowledge in their day-to-day jobs. Over the past decade, this has also taken root in the sports industry, even at the entry level, as modern sports business is not based on a single transactional principle, making a sale, or providing a service. Rather, sports business is based on a series of
interconnected legal relationships, including contractual relations, unionization and collective bargaining, antitrust law, issues of ownership and license, and rights of publicity, image, and copyright. The dividing line between the purely operational and the theoretical application of legal concepts is very fine in the evolving sports business. It is this complexity that requires the next generation of sports professionals to be grounded in the application of law.

Resources and Programs
At NYU and the Tisch Center, you will connect with successful business leaders and alumni at conferences and lectures, in class, and on field trips to hotels and sports facilities in the city. Tisch Center advisers, who are also your professors, will help you plan out your studies and work with the NYU Wasserman Center for Career Development to assist you in securing internships and full-time positions upon graduation. Programs that include professional development seminars, hands-on learning at our world-class teaching centers, and competitive internships supplement rigorous classroom studies. Additionally, international study at NYU’s sites abroad will introduce you to new and exciting adventures while preparing you to conduct business in this era of globalization.

Teaching Hotels and Sports Centers
Rather than build a practice laboratory on campus, the Tisch Center collaborates with the city’s leading hotels and sports businesses to provide a unique learning opportunity for our students and to ensure that classroom theory is combined with reality. Our two teaching sports centers are Chelsea Piers and the NBA Store. Our current teaching hotels are the New York Marriott Marquis and the Waldorf=Astoria.

Internships and Part-Time Jobs
The Tisch Center compiles a list of internship and part-time job opportunities specifically for its students. Benefiting from the Tisch Center’s location in a top destination city, students develop impressive portfolios of on-site experience and build a network with industry leaders while they are in school. You will complete 700 hours of internship experience in two different environments as part of your requirement for graduation. You might also find positions through your professors, the Tisch Center Advisory Board, and the Tisch Center Alumni Society.

The Tisch Center Curriculum

### Hotel and Tourism Management Major
- Applied Research
- Business Development I
- Business Development II
- Business Development III
- Financial Management for Hospitality and Tourism
- Hospitality and Tourism Sales and Marketing
- Hospitality and Travel Law
- Hotel and Tourism Accounting
- Human Resource Management
- Internship I
- Internship II
- Leadership for Crisis Situations
- Lodging Industry Structures and Strategies
- Professional Seminar I
- Professional Seminar II
- Professional Seminar III
- Professional Seminar IV
- Tourism Impacts and Issues
- Tourism Planning and Policy

### Sports Management Major
- Applied Research
- Business Development I
- Business Development II
- Business Development III
- Consumer Behavior
- Financial Management for Sports Organizations
- Internship I
- Internship II
- Introduction to Sports Management
- Leadership for Crisis Situations
- Marketing of Sports and Events
- Organizations in Sports
- Professional Seminar I
- Professional Seminar II
- Professional Seminar III
- Professional Seminar IV
- Sports Law
- Sports Management Accounting

### Concentration Courses
#### Event Management
- Conferences and Special Events
- Event Design and Production
- Food, Beverage, and Catering Operations
- Licensing and Merchandising
- Marketing of Conferences and Special Events
- Sports Tourism and Mega Events

#### Marketing and Revenue Management
- Brand Management
- Customer Relationship Management
- Distribution and Channel Management
- Marketing of Conferences and Special Events
- Rooms Division Management
- Strategic Pricing and Revenue Management

#### Organizations and Operations
- Casino Operations and Management
- Conferences and Special Events
- Customer Relationship Management
- Food, Beverage, and Catering Operations
- Management of Private Clubs and Resorts
- Rooms Division Management

#### Sports Law
- Antitrust and Collective Bargaining
- Contracts and Negotiations
- International Sports Governance
- Leagues and Governing Organizations
- Professional Sports Franchises
- Sports Facility Management
- Sports Media Strategies
Additionally, counselors at the Wasserman Center for Career Development are available to help you find positions on and off campus and with leading New York City businesses both during your academic career and upon graduation. Internships can often be found with American Express, CBS Sports, Club Med, Essex House, Event Works, Heisman Trophy Trust, Heritage Tours, International Management Group (IMG), LeadDog Marketing, Madison Square Garden, Major League Baseball, Mandarin Oriental, New York Marriott Marquis, MTV, NBA, NFL, Radio City Music Hall, Ritz-Carlton, Special Olympics, the St. Regis, and Walt Disney World Resorts, among many others.

Networking and Educational Events
The Tisch Center sponsors events that are designed to create occasions for students to meet, interact with, and learn from industry professionals. NYU hosts the NYU International Hospitality Industry Investment Conference, the most prestigious lodging finance forum of its kind, which is chaired by Jonathan Tisch, chief executive officer of Loews Hotels, and staffed with Tisch Center student event volunteers. The Tisch Center Distinguished Lecture Series invites students to hear from and interact with prominent names in hospitality, sports, and tourism management. Juniors and seniors who excel academically are invited to join the Tisch Center Scholars Program, a select group of students who perform global industry research during spring break—most recently in Brazil, Egypt, and South Africa. Additionally, the student-run clubs—the Hospitality Business Society and the Sports Business Society—sponsor on-campus events, plan internship and career fairs, and lead community service projects.

The Alumni Community
With hundreds of alumni around the world, Tisch Center graduates constitute a truly global network. Through the center’s Alumni Society, graduates stay in touch while providing information, advice, and employment opportunities to current students. Alumni are often available to students for individual mentoring and career advisement.

New York City Opportunities
The city is home to every kind of tourism, sports, and entertainment business—from five-star hotels to stadiums that host teams from every major sports league—offering you unprecedented internship and employment opportunities. Outstanding business leaders frequently visit the Tisch Center at the invitation of faculty, student clubs, and academic societies. The Tisch Center itself hosts industry conferences and award dinners to raise funds for student scholarships. The entire city is an extension of your classroom experience, and at the Tisch Center you will use the city’s convenient and ideal resources to define your future.

Admission
Admission to the Preston Robert Tisch Center for Hospitality, Tourism, and Sports Management is highly selective. We carefully consider your application and give weight to a number of factors: your academic record, standardized test scores, recommendations, and essay. We seek students who have a variety of interests, talents, and goals. We carefully consider your special talents, alumni affiliation, socioeconomic background, geographic location, and race or ethnicity. The Admissions Committee is also interested in applicants who have an active and sustained level of involvement in school and/or community activities and who have taken on the responsibility of leadership.

Tisch Center Scholarships for Enrolled Undergraduates
The Doris Sklar Scholarship
Established in honor of Doris Sklar, a former NYU faculty member and expert in conference management, this scholarship is awarded to juniors and seniors in good academic standing with an interest in convention facility management and operations.

The NYU International Hospitality Industry Investment Conference Patron and Sponsor Scholarships
Scholarships are available through the annual NYU International Hospitality Industry Investment Conference. Need- and merit-based awards are given to students who are U.S. citizens or permanent residents. U.S. citizenship is not required, but applicants must be in good academic standing.

The Preston Robert Tisch Industry Leadership Scholarships
Scholarships are awarded to juniors and seniors based on merit and/or need. These funds are provided by the Preston Robert Tisch Distinguished Industry Leadership Award Dinner. Students must maintain a grade point average of 3.2 to qualify for the scholarship award.
For More Information

Prospective students are welcome to visit NYU’s campus throughout the year and meet with a representative from the Tisch Center.

**Admissions**
Office of Undergraduate Admissions
New York University
admissions.nyu.edu
212-998-4500

**Scholarships and Financial Aid**
Office of Financial Aid
New York University
www.nyu.edu/financial.aid
212-998-4444

**Hospitality, Tourism, and Sports Management programs**
School of Continuing and Professional Studies
The Preston Robert Tisch Center
New York University
scps.nyu.edu/tischcenter
212-998-9100

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