



# MASTER OF BUSINESS ADMINISTRATION SPORTS MANAGEMENT

FPU BRINGS A TRADITION OF EXCELLENCE INTO  
THE MASTER OF BUSINESS ADMINISTRATION DEGREE.

**AFFORDABLE**

.....

**FAST**

.....

**FLEXIBLE**

.....

**100% ONLINE**

.....

**FINISH IN  
AS FEW AS  
18 MONTHS**

Become a business leader within intercollegiate athletics, amateur, or professional sports. Examine best business practices while developing leadership, media, marketing, technology, and operations management skills in a Master of Business Administration (MBA) in Sports Management.

Designed for working professionals, coursework will present concepts in practical and quantitative terms, so that you can apply them to the workplace immediately.

Combine online learning with part or full-time study, and four academic terms, to create a flexible and personalized schedule. Franklin Pierce offers small classes for in-depth, personalized learning in a program that is accredited by the International Accreditation Council of Business Education (IACBE).

Graduates have gone on to assume leadership roles as business managers and marketers, facilities managers, sports merchandisers, and operations directors within professional sports organizations.

LEARN MORE:



APPLY TODAY!

[franklinpierce.edu/gradapply](http://franklinpierce.edu/gradapply)

**MBA**

Franklin Pierce University  
College of Business

[fpuonline@franklinpierce.edu](mailto:fpuonline@franklinpierce.edu)



# MASTER OF BUSINESS ADMINISTRATION SPORTS MANAGEMENT

## PROGRAM REQUIREMENTS

<b>GM510</b>	Seminar in Leadership
<b>GM520</b>	Legal and Ethical Issues in Organizations
<b>GM540</b>	Organizational Behavior
<b>GM542</b>	Quantitative and Research Techniques for Leaders
<b>GM543</b>	Economics for Managers
<b>GM561</b>	Financial Management
<b>GM562</b>	Marketing Management
<b>GM564</b>	Operations Management for Leaders
<b>GM691</b>	Strategic Management Seminar
<b>SF506</b>	Change Management in Sports Organizations
<b>SF508</b>	Facilities Management
<b>SF512</b>	Analytics in Sports Management
	Elective MBA course (1)

## CERTIFICATE REQUIREMENTS

You may also choose to develop content-level expertise in the Human Resource Management Certificate program. This online course of study can advance professional development, even if you are not currently seeking a complete graduate degree program. If you choose to pursue the Master of Business Administration at a later date, all certificate-level coursework will be credited towards completion of that degree.

You must successfully complete the following courses to fulfill the certificate program requirements.

<b>GM510</b>	Seminar in Leadership
<b>GM562</b>	Marketing Management
<b>SF502</b>	Media Relations and Technology in the Sport Industry
<b>SF508</b>	Sports Facilities Management
<b>SF512</b>	Analytics in Sports Management

## ADMISSION TO THE PROGRAM

You must have a bachelor's degree from a regionally accredited college or university, generally with a CGPA of 2.8 or greater on a 4.0 scale. Acceptance to the MBA program requires competency in the areas of accounting and statistics, and computer skills. Detailed admission and acceptance criteria are listed in the Academic Catalog, which is available online.

## MBA APPLICATION REQUIREMENTS

Complete an admissions portfolio which consists of:

- An online application at [franklinpiercedu.edu/gradapply](http://franklinpiercedu.edu/gradapply)
- Official transcripts from previously attended colleges and universities
- An updated résumé
- An outline of professional aspirations and how this MBA will help you achieve them (250-500 words)
- An essay: Answer one of the four questions below. Tell us not only what you did but also how you did it. What was the outcome? What was the response? Only describe experiences that have occurred within the last three years (250-500 words).
  - A time when you made a lasting impact on your organization
  - A major accomplishment
  - A major setback you have faced
  - A time when you exceeded expectations

Please contact the Office of Admissions for certificate program application requirements.

## BASED ON 2022-2023 ACADEMIC YEAR

Number of credit hours: 39

Cost per credit: \$665

Franklin Pierce offers personal support through our enrollment team and an academic advisor to assist with onboarding, paving the way for student success. Our teams are ready to help you reach your career and educational goals.