

## MBA DEGREE IN SPORT MANAGEMENT

It's hard to narrow down precisely what sports management is, as it's a broad career field that covers every aspect of managing sports, teams, athletes, and sporting events and facilities. Sports managers may coach a team, or they might run an athletic program at a university. They may be in charge of operations at a stadium or manage specific professional athletes' careers. However, anyone starting this career path must have a passion for sports (or the sport in which they want to work) and understand how that sport functions as a business. Whether that means a win on the field or making sure you fill the stands with spectators, your ultimate goal is success.

Why does sports management matter? Because, for the most part, sports are businesses, especially when you reach the collegiate and pro levels. Many sports managers have a degree or background in marketing, business, finance, law, communications, accounting, or public relations, which allows them to combine their passion with the business aspects. Winning a big game or getting to the championships is important, but so is reaching your fan base, getting people to show up to cheer on the team, making sure everything is running smoothly on game day, and ensuring athletes have what they need when they need it.

### The role of a sports manager

As a sports manager, your role can be incredibly varied. The sport, the organization, the level of the sport, the job title, the geographic location—all of this will impact your job. However, many tasks might be a part of your job. Some of them include:

- Leading public relations between your team, coach, other staff, and the media
- Accounting and finance for the team, including managing accounts, income, budgets, and debts
- Arranging travel plans for the team for away games
- Monitoring ticket sales and coming up with ways to improve them
- Scheduling events involving the team or athletes



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- Seeking out sponsors, partners, and brands that want to work with your team or athletes
- Making important everyday decisions for sports organizations
- Digital and traditional marketing
- Ensuring event facilities and stadiums are operating smoothly
- Analyzing contracts and other legal documents
- Hiring and managing coaches and other personnel
- Promoting teams, athletes, events, and merchandise through digital and traditional marketing
- Ensuring teams have the right equipment and uniforms
- Enforcing rules and regulations set by the school, league, conference, or organization

**Degree Type:**

**MBA**

**Next Start Date:**

January 2024

Entry Requirement: Good Bachelor's Degree or Higher Diploma

**Awarding Institution:**

University of Research And Advanced Studies (UOR)

**Mode of Delivery:**

**Tuition Fees: USD15,000.**

Full Time OR Part Time Attendance Blended with On Line for 1 year



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