

Master of Business Administration with a Concentration in Sports Management

Master of Business Administration (MBA)

To address the growing demand in today's business world for highly trained graduate-level professionals across a wide range of specializations, Broward International University offers multiple concentrations within its MBA program, allowing students to choose from different sets of elective courses to customize their program and meet their specific career goals.

The available academic concentrations have been selected based on current job-market demand and are designed to prepare students to take on specialized responsibilities within those areas. The MBA program includes 24 semester credits of foundational business coursework (core courses) plus 12 semester credits of specialized courses that uniquely define the selected concentration. Please note that concentrations are not listed on the diploma awarded, but they will appear explicitly on the student's academic transcript. The standard MBA and the MBA concentrations currently available are described below.

Program Objective

The objective of the Master of Business Administration (MBA) program, under the administrative oversight of the School of Business, is to deliver a well-balanced blend of rigorous theoretical preparation in core business areas and hands-on instruction drawn from the real-world business experience of our faculty, to support the understanding of the challenges organizations face in a globalized environment. This combination equips students with the essential business skills needed to lead and manage organizations successfully.

Program Description

The MBA program is a graduate-level business academic program designed to serve students with a strong academic background and professional experience. The MBA is designed for working professionals seeking a comprehensive business education through a core curriculum focused on building a set of conceptual and practical skills across essential business areas, including Accounting, Finance, Marketing, Leadership, and Management.

MBA with a concentration in Sports Management

The Sports Management concentration, an option within the Master of Business Administration (MBA) program, was conceptually designed to further enhance

core business training already built into the MBA, delivering a comprehensive look at planning, executing, and managing sporting events. You'll also learn how to build strong client relationships and sharpen negotiation skills, while understanding why digital transformation is essential to creating a competitive edge for sports organizations.

With these considerations in mind, this concentration is designed for students whose interests and career goals focus on pursuing opportunities in major and minor league sports, as well as collegiate, university, and professional sports organizations worldwide—where business objectives include sports and sports product marketing, along with sports event management.

Course Methodology

Our learning methodology is flexible, designed to fit every learning style, fully online, and delivered through a blend of live sessions and asynchronous group and individual activities grounded in case studies. All live sessions are recorded and made available for students to replay (even if they weren't able to attend), giving the program a high degree of flexibility.

Our faculty—all PhD-prepared and deeply connected to the industry—teach theory through real-world case studies from companies and institutions, where students put what they've learned into practice. The combination of asynchronous discussion forums and live chats enables not only to build a problem-solving mindset, but also to bring learning to life in the volatile, uncertain, complex, and ambiguous environments characteristic of the fourth industrial revolution that we are experiencing as a society.

These spaces for dialogue and exchange foster an active-learning approach and create synergy with fellow students that leads to the development of soft skills in building a network (networking) of invaluable contacts, strengthening our professional profile through a community of peers with master's degrees with whom we've built trusted professional relationships. As a result, our master's students build their learning through real-life cases, grounded in solid theoretical frameworks and delivered in a flexible online environment, developing soft skills and integrating a network of professionals who will support them throughout their entire career.

	Nombre del curso	Código	Créditos
1° Período Académico	Advanced Management Theory and Practice	BUS6032	3
	Managerial Accounting	BUS6012	3
2° Período Académico	Leadership and Organizational Behavior	BUS6021	3
	Managerial Finance	BUS6022	3
3° Período Académico	Organization and Management of a Sporting Event (*)	BSM6031	3
	Licenses and Merchandising (*)	BSM6032	3
4° Período Académico	Sponsorship Approach (*)	BSM6041	3
	Research Methodology	BUS6052	3
5° Período Académico	Information Systems and Technology Manager	BUS6051	3
	Digital Transformation in Sports Management (*)	BSM6042	3
6° Período Académico	Operations and Project Management	BUS6061	3
	Thesis	BUS6062	3

(*) Courses replacing the set of Concentration courses related to the standard MBA.



BUS6032 - Advanced Management Theory and Practice: This course builds advanced business management skills, strengthening students' ability to assess organizational situations, make strategic decisions, and apply management principles across a range of settings. It covers the core functions of management and how they connect to value creation, efficiency, and achieving organizational goals. In addition, students use management concepts and tools to address real business scenarios and take on the challenges of a global, digital environment.

BUS6012 - Managerial Accounting: This course examines how accounting information is used for planning, control, and special decision-making. It covers how managers use internal accounting data to oversee the operations of both business and non-business organizations. It focuses on managers' needs to have timely financial information and reports on company operations in order to make sound management decisions.

BUS6021 - Leadership and Organizational Behavior: This course focuses on how managers become effective leaders. It explores the human side of business. The

Students will examine teams, individuals, and networks in the context of: the key drivers of group culture, managing the performance of individual direct reports, and building productive relationships with peers and superiors over whom the manager has no formal authority. In addition, students will observe successful leaders in action as they shape a forward-looking vision, align the organization behind it, inspire people to achieve it, and design effective organizations—making the right changes to deliver stronger performance.

BUS6022 - Managerial Finance: This course covers a wide range of financial concepts, including an examination of a company's financial structure, its need for funds to finance asset acquisitions, and the resources available to meet that need. It also explores a firm's capital structure, along with alternative sources and techniques of financing. Special emphasis is placed on capital budgeting, investment decisions, and corporate dividend policy. The course also examines the structure of the financial system, focusing on the supply and demand for loanable funds and the term structure of interest rates.

BSM6031 - Organization and Management of a Sporting Event: Around 150,000 major sporting events are held worldwide each year. In every country, city, and community, countless additional events take place at the amateur, semi-professional, and professional levels. These events are organized by professionals whose challenge is to optimize resource management through careful event planning, while also maintaining the flexibility needed to respond to the unexpected. This course provides a comprehensive overview of all of these aspects.

BSM6032 - Licenses and Merchandising: This course equips students with the theoretical and practical know-how needed to maximize the commercial potential of intellectual property, design, or a trademark (TM). Students will also learn how to develop and prepare high-quality licensing packages for the international market.

BSM6041 - Sponsorship Approach: This course is designed to provide a comprehensive overview of sponsorship—from the moment a company considers sponsoring or seeks to attract sponsors, through finalizing an agreement and activating it. In addition, the course examines the importance of setting KPIs (key performance indicators) and measuring performance against them as part of the business decision-making process involved in sponsorship.

BUS6052 - Research Methodology: In this course, students will develop a scientific research project that will serve as the foundation for a Master's Thesis. To do so, students must rigorously follow the applicable steps of the scientific method, which includes the portion of the research process related to conceptualization and ethics, as well as a description of the qualitative, quantitative, or mixed scientific method to be used. Specifically, students will identify and define a problem of interest that warrants seeking a solution and/or answers to related questions formulated to deepen understanding of the issue; they will address the problem and/or related questions by conducting background research that makes it possible to gather information to

Become familiar with what is known about the issue to date and/or the related questions that have been proposed, including possible answers; they will establish the parameters that will be used to study and understand the selected issue and/or the questions posed.

They will conceptualize and design the scientific method that will be used to carry out the study. They will plan and present a clear and thorough research proposal that includes all of the elements above and, in addition, a detailed description of the procedures to be followed during the fieldwork, as well as the population expected to participate and/or the sample to be collected for future analyses, and a description of the method used to evaluate the information obtained. Students must follow the most up-to-date version of APA guidelines when writing their research project. The student must successfully complete this requirement with a grade of B or higher in order to graduate.

BUS6051 - Information Systems and Technology Manager: In this course, students will gain a strong understanding of the core fundamentals of today's information systems (IS). They will explore key IS principles through an engaging overview of the field and the rapidly evolving role of today's IS professional. The focus of this course is to present the latest leading-edge IS topics and examples, while new opening vignettes, cases, and special-interest features clearly highlight the emphasis organizations place on innovation and speed.

In this course, students develop an understanding of cloud computing, forecasting, and some of the latest developments affecting virtual communities, virtual teams, and workplace structures. It provides the concise overview students currently need to perform more effectively as employees, managers, decision-makers, and organizational leaders in business.

BSM6042 - Digital Transformation in Sports Management: Modern sports organizations must continually adapt to the digital revolution. Digital transformation delivers immediate solutions that help expand resources, achieve "more with less," and boost competitiveness by offering fans worldwide significantly enhanced sports experiences. This course provides a thorough review of the digitalization of sports, including, among other topics, the importance of adapting to change, using digital tools to move from local sports markets to global sports markets, revenue opportunities, and the potential shift in the nature of sports.

BUS6061 - Operations and Project Management: This course enables students to build the skills and concepts needed to ensure that a company's operations continue to support its competitive position. It helps them understand the complex processes behind product development and manufacturing, as well as service creation and delivery.

BUS6062 - Thesis: In this course, students are expected to continue and complete their Master's Thesis. To do so, students must systematically follow the method

scientific component described as part of the student's previously completed and approved research project. In this final stage, the student must carry out the approved procedure to conduct fieldwork, which may be repeated as needed to ensure the data collected are accurate and reliable at the time of collection.

Compile the information gathered through experimentation and/or observation. Carefully document all collected data (observations, measurements, survey responses, and other predefined data) according to the variables being evaluated. Analyze the recorded data using the appropriate methodology; interpret the results with the primary goal of proposing a solution to the selected problem and/or answering the related questions that were posed, while still remaining open to addressing other aspects of the issue that were not previously identified as objectives but emerge from interpreting the data obtained.

Draw conclusions based on the experimental results and present recommendations that point to relevant new scientific research. Students must follow the most up-to-date version of APA guidelines when writing their Master's Thesis, and coordinate a final oral presentation, which must be considered an integral part of a research project. The student must successfully complete this requirement with a grade of B or higher to graduate.