



**UNIVERSITY OF NORTH TEXAS**  
**M.B.A. IN SPORT ENTERTAINMENT MANAGEMENT**



**Take the next step in your career with  
UNT and the Dallas Cowboys!**

# M.B.A. IN SPORT ENTERTAINMENT MANAGEMENT

AMERICA'S TEAM. YOUR UNIVERSITY.



PROUD PARTNER OF THE DALLAS COWBOYS

## IDEAL PROGRAM CANDIDATES

Business professionals seeking to elevate their business acumen through an exclusive and engaging model. Students will be exposed to top sport and entertainment business practices that can be applied to almost any industry.

## QUALIFICATIONS

- Bachelor's degree from an accredited university
- Three years full-time work experience as either an executive, professional athlete, or coach
- GMAT/GRE waived

## SPECIALIZED CURRICULUM

Driven through a curriculum inspired by the sport and entertainment industry, the program offers both core business courses and specialized courses in sport and entertainment. During the program, students will be invited to three boot camps. Each boot camp, scheduled Friday – Sunday, will take place at both Cowboys facilities and at UNT at Frisco. Students will hear guest lectures from industry leading executives within the Cowboys organization.

## COURSE REQUIREMENTS

36-credit hour professional M.B.A. in Sport Entertainment Management. Courses are delivered online and consist of 12 M.B.A. courses (six core courses and six sport business concentration courses). The coursework is reinforced during three executive training boot camps throughout the program.

## BUSINESS BEYOND THE FIELD

UNT and the Dallas Cowboys have combined their expertise to create a professional online M.B.A. program that will provide students the opportunity to become thought leaders in the business world. Guided by best practices, industry insights and case studies, this program is delivered through the collective lens of UNT faculty and Cowboys executives with strong industry knowledge and experience. In addition to advanced curriculum with real world applications, students can partake in immersive on-site boot camps at multiple North Texas locations, including The Star in Frisco, Dallas Cowboys' World Corporate Headquarters and Training Facility, and AT&T Stadium in Arlington.

## THE COWBOYS WAY

The innovative and forward thinking approach of the Cowboys will allow students to not only be introduced to traditional industry categories, but also take a deeper dive into how the organization spurs innovation and change in the following categories:

- **BRANDING**
- **DATA & ANALYTICS**
- **ENTREPRENEURSHIP**
- **ESPORTS**
- **HOSPITALITY**
- **MARKETING**
- **MERCHANDISING**
- **OPERATIONS**
- **SALES**
- **SPONSORSHIP**
- **STRATEGY**
- **TALENT MANAGEMENT**
- **AND MORE!**

## PROGRAM COURSES

### Core Courses (18 hours)

- Organizational Behavior and Analysis
- Intro to the Business Decision Process
- Marketing Management
- Accounting for Management
- Financial Management
- Administrative Strategy

### Concentration Courses (18 hours)

- Sport in the Global Marketplace
- Talent Management in the Sport Entertainment Industry
- Sport Entertainment Analytics
- Corporate Partnerships in the Sport Entertainment Industry
- Sport Entertainment Event Productions
- Sport Entertainment Industry Consulting



# NEED MORE INFO?

Go to [online.unt.edu/mbasport](http://online.unt.edu/mbasport)

# UNT

G. BRINT RYAN  
COLLEGE  
OF BUSINESS

## READY TO APPLY?

### STEP 1 | Apply to the University of North Texas Toulouse Graduate School

**Complete application:** [www.applytexas.org](http://www.applytexas.org)

**Application Fee = \$75**

**If you need to contact the Toulouse Graduate School:**

Email: [Gradadmission@unt.edu](mailto:Gradadmission@unt.edu)

Phone: (940) 565-2383

Website: [tgs.unt.edu](http://tgs.unt.edu)

### STEP 2 | Apply to the G. Brint Ryan College of Business

**Submit the following documentation:**

- 600/700 word essay (no prompt or set questions)
- Resume
- Three letters of recommendation from professional or academic references
  - Option 1: Letter on official letterhead
  - Option 2 (Preferred): Download a recommendation form <https://bit.ly/2Bt5SxP>

Submit supporting documents via email, mail/in person, or fax:

#### EMAIL

[mbacob@unt.edu](mailto:mbacob@unt.edu)

#### LOCATION

Graduate Programs Office  
G. Brint Ryan College of Business  
1155 Union Circle #311160 (mail)  
1307 W. Highland, Suite 201 (physical)  
Denton, TX 76201

#### FAX

(940) 369-8978

Email [mbacob@unt.edu](mailto:mbacob@unt.edu) for questions about the status of your application.

### STEP 3 | Complete personal interview

The Graduate Program Office will schedule a personal interview.

## QUESTIONS?

#### Dr. Bob Heere

Director of Sport Entertainment  
Management

[Bob.Heere@unt.edu](mailto:Bob.Heere@unt.edu)

(512) 922-8462

#### Julie Jernigan

Director of Corporate Outreach and  
Student Recruitment

[Julie.Jernigan@unt.edu](mailto:Julie.Jernigan@unt.edu)

(940) 369-7003

**Athlete fast track:** For professional athletes who have not completed their bachelor degree, UNT offers a customized undergraduate degree program that allows them to bring in all their previous completed credit hours, and upon graduation, fast tracks them for the M.B.A. Sport Entertainment program. Candidates will have to maintain a 3.0 GPA at UNT to qualify for the fast track.

## ABOUT UNT

Established in 1890, UNT is one of the nation's largest public research universities (Tier 1, Carnegie classification). With more than 39,000 students, UNT is a catalyst for creativity as it fuels progress, innovation, and entrepreneurship for the North Texas region and beyond. UNT has been ranked as one of America's Best College Buys for 20 consecutive years, and the UNT G. Brint Ryan College of Business has been continuously accredited by AACSB since 1961.



**AACSB**  
ACCREDITED