

PostGraduate Rankings2025





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"Pursuing my master's program at UNewHaven gave me the knowledge, network, and confidence to break into the sports industry. It connected me with mentors who helped guide my passion and turn it into a profession."

Frank O'Brien '13 M.S.

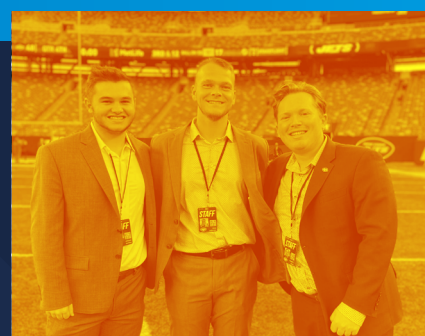
Vice President, Marketing • **Washington Capitals**



"The emphasis on experiential education allowed me to step into my first role fully prepared and gave me the mentors and network to continue to grow as a professional while working in college athletics and now in professional sports."

Claire Smith '17 MBA

Partnership Marketing Manager • **MN Timberwolves & Lynx**



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Welcome... to the 2025 SportBusiness Postgraduate Course Rankings

The end of summer heralds new beginnings across sport and academia. As the NFL and European football leagues spark into life, the fresh academic year brings new opportunities for students around the world. As ever, the SportBusiness Postgraduate Rankings are the only guide you need to the best sports business courses on offer in 2025-26.

METHODOLOGY OVERVIEW:

Our rankings are based on two surveys, completed by course leaders and alumni who graduated three years prior to publication – meaning the 2025 edition is based on responses from the classes of 2022. Each course is ultimately given a score out of 100 based on a weighted average of results from both the graduate and course leader surveys.

Postgraduate Rankings

All Programmes 01-30

2024 Rank	University	Programme	Region	Class size 2022	2022 Graduates	Class size 2024/25	Re-sponse rate	Course duration (months)	Average age	Acceptance rate	Female students	Female staff	Int'l de
1	OHIO UNIVERSITY	Dual MBA/MSA Sports Administration Program	North America	35	34	30	74%	22	23	42%	26,7%	25%	13
2	UNIVERSITY OF SOUTH FLORIDA	Vinik Sport & Entertainment Management Program, MBA/MS	North America	30	30	28	37%	21	24	27%	60,7%	40%	71
3	UNIVERSITY OF MASSACHUSETTS AMHERST	University of Massachusetts Amherst, Mark H. McCormack Department of Sport Management MBA/MS Sport Management and MS Sport Management	North America	23	21	23	95%	12	24	20%	39,1%	47%	8
4	THE INTERNATIONAL CENTRE FOR SPORT STUDIES (CIES)	International Master (MA) in Management, Law and Humanities of Sport	Europe	32	32	25	88%	10	29	14%	28,0%	23%	0
5	GEORGE WASHINGTON UNIVERSITY	Sport Management Masters	North America	24	22	30	82%	21	25	28%	43,3%	50%	33
6	UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL	Masters in Sport Administration	North America	12	11	9	100%	22	24	8%	55,6%	44%	0
7	HAMAD BIN KHALIFA UNIVERSITY	Master of Science in Sport and Entertainment Management (MSEM)	MEA	6	5	14	80%	24	28	10%	57,1%	50%	14
8	MANCHESTER METROPOLITAN UNIVERSITY	Master of Sport Directorship (MSD)	Europe	29	19	20	32%	24	35	27%	10,0%	35%	55
9	UNIVERSITY OF SOUTH CAROLINA	Master of Sport and Entertainment Management	North America	22	20	43	70%	15	25	29%	37,2%	31%	18
10	OHIO UNIVERSITY	Professional/Online Master of Sports Administration	North America	24	24	21	33%	18	28	60%	28,6%	50%	0
11	FLORIDA ATLANTIC UNIVERSITY	MBA in Sport Management	North America	20	16	47	31%	23	23	28%	40,4%	42%	25
12	DEAKIN UNIVERSITY	Master of Business (Sport Management)	Asia Pacific	16	16	19	38%	24	28	95%	42,1%	36%	10
13	FLORIDA ATLANTIC UNIVERSITY (ONLINE)	MBA in Sport Management	North America	28	23	28	35%	23	26	21%	42,9%	42%	3
14	VIRGINIA COMMONWEALTH UNIVERSITY	Center for Sport Leadership	North America	36	35	39	54%	12	24	26%	30,8%	50%	5
15	OHIO STATE UNIVERSITY	MS in Kinesiology (Sport Management)	North America	33	33	34	55%	12	23	28%	58,8%	60%	5
16	DEAKIN UNIVERSITY	Master of Business (Sport Management)	Asia Pacific	50	50	48	30%	24	27	56%	20,8%	31%	91
17	UNIVERSITY OF SAN FRANCISCO	Master of Science in Sport Management	North America	110	96	101	25%	22	27	21%	35,6%	32%	12
18	GEORGIA STATE UNIVERSITY	Sport Administration (Master of Science Degree)	North America	39	37	30	41%	24	24	35%	40,0%	100%	16
19	UNIVERSITY OF NORTH TEXAS	MBA Sport Entertainment Management	North America	25	25	30	52%	17	24	55%	50,0%	30%	6
20	UNIVERSITY OF CINCINNATI	Master of Science in Sport Administration	North America	120	71	92	44%	12	27	29%	40,6%	25%	11
21	SOUTHERN METHODIST UNIVERSITY	Master of Science of Sport Management	North America	49	38	42	21%	12	22	30%	45,2%	40%	9
22	BOSTON COLLEGE	Master of Science, Sports Administration	North America	69	66	97	50%	18	23	53%	62,9%	36%	9
23	ST. JOHN'S UNIVERSITY	Master of Professional Studies (MPS) in Sport Management	North America	47	20	37	35%	16	25	37%	33,3%	27%	10
24	UNIVERSITY OF VIGO	Master in Business Administration of Sport	Europe	20	20	25	65%	9	25	63%	32,0%	32%	32
25	JOHANN CRUYFF INSTITUTE	Master in Sport Management Online	Europe	27	26	29	38%	13	29	43%	24,1%	29%	84
26	UNIVERSITY OF NEW HAVEN	Master of Science in Sport Management	North America	24	15	15	47%	18	23	16%	33,3%	29%	20
27	UNIVERSITY OF LIVERPOOL MANAGEMENT SCHOOL - FOOTBALL INDUSTRIES MBA	MBA Football Industries	Europe	23	17	10	35%	12	37	13%	40,0%	33%	60
28	GLOBAL INSTITUTE OF SPORT	MSc International Sport Management	Europe	16	14	41	36%	14	31	44%	43,9%	33%	36
29	WEST VIRGINIA UNIVERSITY	Master of Sciences in Sport Management	North America	123	116	83	9%	18	25	59%	28,8%	29%	10
30	UNIVERSITY OF WINDSOR	Master of Sport Management and Leadership	North America	11	5	12	100%	16	23	33%	33,3%	43%	0

Postgraduate students	Intl staff	Salary (\$)	Employment at 12 months	Current employment	Quality of faculty	Quality of curriculum	Job support	Extracurricular initiatives	Alumni network	Industry network	Return on Investment (ROI)	Diversity, Equity and Inclusion	Professional mentorship	Career advancement	Skills applicability	Skills frequency	Peer review	Total
3%	25%	77.280	96,00	96,00	96,00	93,60	94,40	99,20	100,00	99,20	96,00	91,20	97,60	96,00	95,20	90,00	90,00	88,88
0%	20%	91.903	96,36	100,00	98,18	98,18	98,18	96,36	96,36	98,18	96,36	98,18	98,18	96,36	98,18	92,42	50,00	87,62
7%	16%	83.348	96,84	95,00	92,00	90,00	88,00	89,00	94,00	88,00	90,00	92,00	94,00	87,00	88,00	84,17	100,00	87,43
0%	38%	115.036	97,14	98,57	91,43	87,14	75,71	83,57	95,71	94,29	82,14	89,29	85,00	90,00	82,86	64,88	80,00	87,11
3,3%	17%	85.792	98,89	96,67	92,22	86,67	90,00	86,67	90,00	93,33	82,22	88,89	87,78	82,35	87,78	79,63	40,00	86,11
0%	0%	97.727	92,73	92,73	90,91	94,55	87,27	92,73	92,73	92,73	96,36	81,82	96,36	85,45	87,27	74,24	50,00	86,01
3,3%	100%	89.303	95,00	85,00	100,00	100,00	100,00	100,00	100,00	85,00	80,00	90,00	95,00	100,00	95,00	75,00	0,00	85,50
5,0%	10%	177.900	96,67	96,67	96,67	96,67	100,00	86,67	100,00	96,67	90,00	100,00	96,67	83,33	90,00	88,89	0,00	85,27
6%	25%	61.667	98,57	97,14	98,57	97,14	91,43	88,57	84,29	94,29	82,86	77,14	95,71	92,31	86,15	79,49	60,00	84,99
0%	13%	137.500	100,00	100,00	90,00	90,00	85,00	82,50	92,50	92,50	90,00	87,50	90,00	77,50	92,50	75,00	100,00	84,10
5,5%	27%	66.000	100,00	92,00	100,00	96,00	96,00	88,00	92,00	92,00	88,00	96,00	100,00	92,00	96,00	93,33	0,00	83,88
5,5%	27%	104.460	100,00	93,33	100,00	100,00	100,00	96,67	90,00	90,00	90,00	96,67	100,00	86,67	96,67	88,89	0,00	83,78
6%	27%	104.375	100,00	100,00	97,50	97,50	87,50	92,50	90,00	95,00	82,50	85,00	90,00	80,00	87,50	91,67	0,00	83,65
1%	25%	74.244	100,00	89,47	97,89	93,68	96,84	93,68	100,00	100,00	94,74	92,63	95,79	90,53	92,63	87,04	10,00	83,61
9%	0%	63.750	94,12	93,33	97,78	91,11	85,56	92,22	90,00	94,44	87,78	92,22	92,22	90,00	90,00	81,48	40,00	82,56
7%	31%	108.682	94,67	94,67	93,33	89,33	84,00	85,33	86,67	86,67	78,67	86,67	89,33	88,00	86,67	80,00	50,00	82,41
9%	18%	85.476	97,39	95,00	94,17	90,00	91,67	82,50	97,50	92,50	87,50	89,17	94,17	81,67	85,83	72,92	20,00	81,78
7%	0%	72.186	88,00	88,00	98,67	97,33	92,00	94,67	90,67	89,33	88,00	94,67	96,00	86,67	86,67	77,78	0,00	80,09
7%	50%	87.333	92,31	78,46	92,31	89,23	87,69	84,62	98,46	96,92	90,77	86,15	92,31	81,54	90,77	66,67	10,00	79,41
0%	0%	88.420	92,26	92,90	92,90	91,61	85,81	85,52	81,29	83,33	82,00	84,52	89,33	81,29	86,45	80,00	40,00	79,04
5%	0%	87.857	95,00	85,00	95,00	95,00	85,00	90,00	87,50	87,50	87,50	88,57	90,00	95,00	92,50	81,25	0,00	79,02
3%	4%	89.625	96,36	91,52	90,91	91,52	87,27	86,67	89,09	91,52	84,85	85,45	88,48	85,45	89,70	77,96	10,00	78,71
8%	7%	91.667	91,43	100,00	91,43	88,57	77,14	91,43	94,29	85,71	82,86	77,14	85,71	91,43	94,29	78,57	0,00	78,70
2,0%	4%	89.961	70,77	95,38	89,23	95,38	86,15	81,54	89,23	84,62	95,38	92,31	95,38	100,00	100,00	67,95	0,00	78,48
8%	29%	96.161	88,00	68,00	94,00	90,00	80,00	76,00	78,00	76,00	86,00	88,00	94,00	84,00	90,00	66,67	80,00	77,66
0%	43%	68.571	94,29	88,57	85,71	91,43	80,00	88,57	85,71	94,29	85,71	82,86	91,43	82,86	74,29	59,52	0,00	77,29
0%	33%	98.643	86,67	70,00	86,67	83,33	60,00	73,33	90,00	86,67	70,00	83,33	83,33	86,67	83,33	63,89	30,00	76,78
6,6%	50%	48.794	96,00	96,00	100,00	88,00	76,00	66,67	66,67	100,00	72,00	70,00	84,00	88,00	88,00	86,67	0,00	76,38
8%	21%	63.750	96,36	96,36	85,45	87,27	87,27	81,82	80,00	81,82	87,27	83,64	89,09	89,09	90,91	81,67	0,00	76,20
0%	0%	53.196	84,00	84,00	88,00	88,00	80,00	84,00	80,00	88,00	84,00	92,00	96,00	80,00	88,00	80,00	10,00	75,76

Postgraduate Rankings

All Programmes 31-54

2024 Rank	University	Programme	Region	Class size 2022	2022 Graduates	Class size 2024/25	Response rate	Course duration (months)	Average age	Acceptance rate	Female students	Female staff	Int'l de
31	SEATTLE UNIVERSITY	MBA in Sport and Entertainment Management	North America	9	9	29	56%	22	25	52%	44,8%	62%	10
32	TEMPLE UNIVERSITY	Master of Science in Sport Business	North America	44	71	64	35%	21	25	51%	39,1%	48%	17
33	UNIVERSITY OF NORTH TEXAS	MBA Sport Entertainment Management	North America	7	7	26	43%	24	30	32%	38,5%	30%	0
34	UNIVERSITY OF MODENA E REGGIO EMILIA & UNIVERSITY OF SAN MARINO	Master Internazionale in Management dello Sport System	Europe	20	20	25	45%	12	25	37%	8,0%	25%	8
35	UNIVERSITY OF CENTRAL FLORIDA	DeVos Sport Business Management MBA/MS	North America	20	20	33	50%	21	24	25%	60,6%	17%	27
36	UNIVERSITY OF TENNESSEE	Sport Management	North America	29	25	44	60%	20	23	42%	54,5%	44%	0
37	UNISPORT MANAGEMENT SCHOOL	MBA Sports Management	Europe	50	50	80	22%	12	28	100%	30,0%	18%	42
38	THE FOOTBALL BUSINESS ACADEMY	Professional Master in Football Business	Europe	59	51	62	65%	12	27	34%	19,4%	18%	96
39	UNIVERSITY COLLEGE DUBLIN	MSc in Sport Management	Europe	27	30	26	23%	12	27	28%	30,8%	33%	42
40	ESBS EUROPEAN SPORT BUSINESS SCHOOL	Master in International Sports Management	Europe	100	98	120	20%	9	26	59%	20,0%	23%	88
41	UNIVERSITY OF STIRLING	MSc Sport Management	Europe	60	54	45	31%	12	24	18%	28,9%	22%	88
42	BALL STATE UNIVERSITY	Master of Arts (MA)/Master of Science (MS) in Sport Administration	North America	15	15	14	60%	22	23	47%	64,3%	0%	71
43	CA' FOSCARI UNIVERSITY - VENICE	Master SBS - Sport Business Strategies	Europe	34	34	33	24%	12	24	83%	21,2%	30%	0
44	LOUGHBOROUGH UNIVERSITY	MSc Sport Management	Europe	80	72	118	64%	12	24	17%	25,4%	29%	93
45	TEXAS A&M UNIVERSITY	Master of Science (M.S.) in Sport Management	North America	19	21	18	41%	24	25	18%	38,9%	32%	22
46	TREVISAN ESCOLA DE NEGOCIOS	MBA in Sport Management and Marketing	South America	18	8	69	63%	22	29	78%	33,3%	18%	10
47	SHEFFIELD HALLAM UNIVERSITY	MSc International Sport Business Management	Europe	68	68	21	25%	12	25	91%	14,3%	14%	76
48	VRIJE UNIVERSITEIT BRUSSEL / UNIVERSITY OF BRUSSELS	Postgraduaat Sportmanagement	Europe	56	54	60	19%	8	23	86%	13,3%	75%	0
49	COVENTRY UNIVERSITY	MSc Sport Management	Europe	64	50	40	18%	12	25	12%	15,0%	50%	92
50	UNIVERSITY OF LIVERPOOL MANAGEMENT SCHOOL - MSC SPORTS BUSINESS AND MANAGEMENT	MSc Sport Business and Management	Europe	72	68	117	16%	12	23	23%	21,4%	33%	75
51	JOHAN CRUYFF INSTITUTE	Master in Sport Management	Europe	24	23	23	48%	10	26	43%	12,2%	16%	82
52	UNIVERSITY OF BATH	Sport Management MSc	Europe	22	19	38	42%	12	26	11%	31,6%	17%	76
53	UNIVERSITY OF NORTHUMBRIA	MSc International Sport Management	Europe	18	15	12	67%	12	24	38%	16,7%	23%	25
54	INDIANA STATE UNIVERSITY	M.S. Sport Management	North America	22	19	27	32%	12	27	87%	34,6%	40%	0
	UNIVERSITY OF BAYREUTH*	MBA Sportmanagement	Europe	41	35	24	17%	24	27	23%	37,5%	33%	20
	UNIVERSITY OF LOUISVILLE*	M.S. in Sport Administration	North America	92	53	40	11%	18	25	54%	25,0%	40%	12

*Insufficient response rate. Programmes are required to have 20% of 2022 class or 10 graduates complete the alumni survey

Postgraduate students	Intl staff	Salary (\$)	Employment at 12 months	Current employment	Quality of faculty	Quality of curriculum	Job support	Extracurricular initiatives	Alumni network	Industry network	Return on Investment (ROI)	Diversity, Equity and Inclusion	Professional mentorship	Career advancement	Skills applicability	Skills frequency	Peer review	Total
1.3%	0%	100.600	100,00	72,00	88,00	88,00	72,00	80,00	76,00	84,00	76,00	80,00	80,00	84,00	88,00	80,00	0,00	75,65
2.2%	19%	71.555	89.60	84,00	88,00	85,60	81,60	77,60	78,40	74,40	77,60	84,80	82,40	82,40	84,80	76,67	50,00	75,52
3.0%	3%	198.333	80,00	73,33	86,67	93,33	93,33	80,00	80,00	100,00	80,00	86,67	86,67	73,33	80,00	66,67	40,00	75,28
4.0%	13%	55.556	97,78	93,33	88,89	91,11	86,67	86,67	80,00	93,33	84,44	82,22	88,89	93,33	93,33	94,44	10,00	75,25
5.3%	17%	80.500	94,00	92,00	78,00	70,00	74,00	74,00	76,00	84,00	72,00	94,00	82,00	74,00	76,00	73,33	0,00	74,28
6.0%	19%	63.214	93,33	92,00	88,00	92,00	77,33	88,00	69,33	76,00	76,00	76,00	82,67	80,00	78,67	61,11	0,00	73,92
7.5%	18%	60.356	85,45	85,45	92,73	92,00	78,18	74,55	76,36	74,55	83,64	85,45	89,09	83,64	83,64	80,30	20,00	73,91
8.8%	100%	92.316	90,91	89,70	79,39	76,88	72,73	76,36	89,38	83,64	64,85	78,75	77,58	83,75	73,33	65,10	0,00	73,91
9.3%	50%	74.908	85,71	88,57	77,14	70,00	62,86	71,43	77,14	74,29	65,71	68,57	71,43	77,14	77,14	64,29	20,00	71,79
10.3%	18%	77.868	88,00	90,00	76,00	78,00	68,00	78,00	81,00	86,00	76,00	84,00	75,00	82,00	76,00	70,18	0,00	71,68
11.9%	33%	54.971	94,12	90,59	88,24	82,35	68,24	71,76	67,06	67,06	65,88	76,47	82,35	76,47	74,12	69,61	0,00	71,05
12.9%	25%	61.250	84,44	86,67	91,11	84,44	73,33	80,00	75,56	75,56	75,56	75,56	93,33	77,78	82,22	72,22	0,00	70,88
13.0%	0%	58.466	100,00	100,00	77,50	85,00	80,00	77,50	90,00	87,50	67,50	70,00	82,50	80,00	75,00	64,58	0,00	70,71
14.2%	42%	53.593	83,91	84,35	82,17	71,74	55,65	82,61	73,48	58,26	61,74	72,17	73,04	71,74	66,09	57,61	50,00	70,26
15.2%	16%	64.478	93,33	86,67	82,22	73,33	57,78	66,67	62,22	55,56	68,89	71,11	68,89	68,89	75,56	68,52	50,00	69,89
16.1%	27%	77.916	80,00	80,00	88,00	88,00	68,00	72,00	88,00	80,00	72,00	84,00	80,00	80,00	85,00	50,00	0,00	69,60
17.2%	14%	60.040	89,41	83,53	87,06	85,88	69,41	76,47	70,59	63,53	75,29	81,18	87,06	85,88	85,88	66,67	10,00	68,84
18.0%	25%	62.598	78,00	80,00	86,00	86,00	80,00	84,00	84,00	84,00	78,00	82,00	84,00	70,00	74,00	48,33	20,00	68,10
19.5%	17%	51.971	95,56	84,44	84,44	80,00	60,00	68,89	66,67	62,22	62,22	68,89	71,11	64,44	73,33	68,75	10,00	67,81
20.2%	17%	37.998	83,64	82,00	83,64	78,18	67,27	72,73	63,64	76,36	67,27	80,00	74,55	80,00	67,27	53,03	20,00	67,73
21.6%	19%	88.471	96,36	85,45	76,36	67,27	58,18	69,09	67,27	72,73	65,45	58,18	69,09	74,55	67,27	62,12	30,00	67,65
22.3%	50%	82.584	82,50	70,00	92,50	82,50	67,50	75,00	60,00	62,50	60,00	67,50	82,50	72,50	80,00	43,75	0,00	67,61
23.0%	23%	48.462	75,56	78,00	92,00	92,00	56,00	64,00	68,00	64,00	62,00	74,00	88,00	64,00	74,00	55,00	0,00	64,96
24.0%	0%	69.000	93,33	93,33	80,00	70,00	63,33	56,67	53,33	50,00	70,00	70,00	86,67	66,67	73,33	66,67	0,00	64,17
25.8%	20%	106.491	100,00	100,00	80,00	83,33	63,33	73,33	83,33	90,00	80,00	53,33	83,33	80,00	80,00	63,89	10,00	76,97
26.5%	7%	58.333	86,67	86,67	96,67	93,33	76,67	80,00	70,00	76,67	76,67	93,33	90,00	76,67	80,00	77,78	40,00	74,13



CATEGORY
OVERALL

COUNTRY
UNITED STATES OF AMERICA

NAME

Ohio University

COURSE
DUAL MBA/MSA SPORTS ADMINISTRATION PROGRAMME

CITY
ATHENS

ATTENDANCE
28,000+ (IN-PERSON AND ONLINE)



The Dual MBA/MSA Sports Administration Programme offered by Ohio University has claimed first position overall in the 2025 SportBusiness Postgraduate Course Rankings. This marks an incredible achievement for the university, who also see their Online Master of Sports Administration course take first place in the online rankings.

This result means that the programme has risen two places after finishing third overall in the 2024 edition, the only ever time the programme has dropped out of the top two of the rankings.

The course, which is offered as an MBA/MSA dual award, is based out of Ohio University's College of Business in Athens, Ohio and has been run since 1966. 'Graduate Assistantships' ensure student roles are varied and offer the opportunity to work 10 hours per week during the MBA year and 20 hours per week during the MSA year.

It's typical maximum cohort is 35 – though the 2024-25 cohort

was made up of 30 students – and is supported by 11 full-time staff working on the programme. The first year in of the programme focuses on the one-year MBA and moves on to the MSA in year 2.

Heading up this group is the department chair, Dr. Lamar Reams, Ph.D. Dr. Reams is responsible for all sports degree programmes in the college of business.

RANKINGS AT A GLANCE:

- Alumni network received full marks from the 2022 graduates
- Highest rank for extracurricular initiatives among the top five overall
- Second highest ROI score among the top five overall

UNIVERSITY	PROGRAMME	ALUMNI NETWORK
Ohio University	Dual MBA/MSA Program	100
University of South Florida	Vinik Sport & Entertainment Management Program, MBA/MS	96.36
University of Massachusetts Amherst	Mark H. McCormack Department of Sport Management MBA/MS Sport Management and MS Sport Management	94



CATEGORY
OVERALL

COUNTRY
UNITED STATES OF AMERICA

NAME

University of South Florida

COURSE
VINIK SPORT & ENTERTAINMENT MANAGEMENT PROGRAM,
MBA/MS

CITY
TAMPA

ATTENDANCE
50,000+ (IN-PERSON AND ONLINE)



University of South Florida’s Vinik Sport & Entertainment Management Program, MBA/MS, has climbed two places in the 2025 SportBusiness Postgraduate Course Rankings to take second place, which also sees them leapfrog last year’s winner University of Massachusetts Amherst.

The programme performed well across both the Alumni Network and the Industry Network categories. Additionally, the return on investment score is joint highest among the entire 2025 results – with a significant improvement, up to 96.36 from 84.00 in 2024.

The programme is led by director, Michelle Harrolle, who has been a part of the programme since 2013. Opportunities stemming from a partnership with the Tampa Bay Lightning and The Lightning Foundation provide professional development and

coursework opportunities for students alongside academic studies. The two-year programme had a class size of 28 for the 2024-25 cohort.

The entire second year in the programme focuses around on-the-job learning with a fellowship. Students are placed with programme partner to work as part of the staff beginning in August following the first year until graduation.

- RANKINGS AT A GLANCE:**
- Return on investment score is joint highest in the entire 2025 ranking
 - Very strong results in both Alumni Network and the Industry Network categories
 - Skills applicability score also among the best in 2025

UNIVERSITY	PROGRAMME	PROFESSIONAL MENTORSHIP
University of South Florida	Vinik Sport & Entertainment Management Program, MBA/MS	98.18
Ohio University	Dual MBA/MSA Program	97.60
University of Massachusetts Amherst	Mark H. McCormack DPT. of Sport Management MBA/MS Sport Management	94



CATEGORY
OVERALL

COUNTRY
UNITED STATES OF AMERICA

NAME

University of Massachusetts Amherst

COURSE
MARK H. MCCORMACK DPT. OF SPORT MANAGEMENT MBA/
MS SPORT MANAGEMENT

CITY
AMHERST

ATTENDANCE
30,000+ (IN-PERSON AND ONLINE)



The University of Massachusetts Amherst's, Mark H. McCormack Department of Sport Management MBA/MS Sport Management and MS Sport Management programme completes the top three in the 2025 edition of the SportBusiness Postgraduate Course Rankings.

The programme, which forms part of the Mark H. McCormack Department of Sport Management at UMass, has a typical cohort size of 22 to 30, with applicant rates normally reaching 125.

The number of full-time staff working on the course is 13, all under the leadership of graduate programme director Will Norton, who assumed the role ahead of the 2021-22 academic year. The total faculty number will increase to 15 when two new-year full time staff are added ahead of the 2024-25 academic year.

A consistent member of the Postgraduate Rankings top

three over the years – and the 2024 winner – the programme received full marks in the peer review category, one of only two programmes to do so and the only one in the top ten.

RANKINGS AT A GLANCE:

→ Full marks in the peer review category

→ Strong employment category scores, both comfortably in the 90's

→ Professional mentorship and alumni network categories scored well

→ Employment at 12 months highest in the top three

UNIVERSITY	PROGRAMME	PEER REVIEW
University of Massachusetts Amherst	Mark H. McCormack Department of Sport Management MBA/MS Sport Management and MS Sport Management	100
Ohio University	Dual MBA/MSA Program	90
University of South Florida	Vinik Sport & Entertainment Management Program, MBA/MS	50

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FIFA Master International Master (MA) in Management, Law & Humanities of Sport

-  3 Universities
-  3 Countries
-  1000 Contact Hours
-  Full-Time Programme
-  700+ Alumni
-  90% of graduates working in the sports industry

FIFA/CIES International Programme in Sports Management

-  20 Universities
-  20 Countries
-  150 - 200 Contact Hours
-  Part-Time Programme
-  6500+ Alumni
-  70% of graduates involved in football

Master in Sports Law

-  1 University
-  1 Country
-  500 Contact Hours
-  Full-Time Programme
-  250 Alumni
-  One of a kind in Switzerland

Honey Thaljieh



What does your current role involve?

As a Public Relations Manager at FIFA, my primary responsibility is to utilise football as a platform for social impact, diplomacy and inclusion. I develop and manage global partnerships that leverage the sport to promote positive social change, foster dialogue and create opportunities for marginalized and underserved communities—especially in remote regions.

My role involves engaging with governments, international organizations, NGOs and academic institutions to align FIFA's global initiatives with its mission of uniting the world through football. I focus on promoting values such as

equality, dignity and empowerment—particularly for women and youth—through the transformative power of football.

Additionally, I host educational visits and events at FIFA's headquarters, where I interact with hundreds of students worldwide, sharing FIFA's initiatives and inspiring the next generation of football leaders. Overall, my work combines strategic communication, stakeholder engagement and advocacy to harness the power of football for positive societal impact.

How has the FIFA Master helped you in your career?

The FIFA Master didn't just open doors — it gave me the keys to walk through them with purpose and confidence. Coming from Palestine, where opportunities were scarce and obstacles immense, the FIFA Master provided me with global exposure, academic excellence and a profound appreciation for the power of sport beyond the pitch. It taught me how to think critically, act globally and lead with empathy.

The network, cultural immersion and friendships I gained have been life changing. The FIFA Master gave me a voice — and the confidence to use it — in spaces where people like me are often underrepresented. It helped me challenge the status quo and believe that I could lead change at the highest levels of sport.

What advice would you give to future students?

Be open. Be curious. And above all, be authentic. The FIFA Master is more than an academic journey — it's a personal transformation. Use this time not only to learn, but to understand who you are and what kind of impact you want to make in the world through sport. Our background is not a limitation — it's your greatest strength. Whether you come from a war-torn region or a football powerhouse, your story matters. Share it. Own it. Learn from others and embrace the diversity around you — that's where the real education happens.

Stay grounded, and never let others define or limit you. I was often told what I couldn't do, but I chose to believe in what I could become. I grew up believing the sky is the limit — not the walls, restrictions, or stereotypes others may impose. Believe in yourself, your experiences and your unique voice. Fight for your dreams and remember: you are more than what others expect of you. You are what you decide to be.



FIFA Master ranked Europe's No.1 course for a record 13th time by SportBusiness



Looking for unique people to join your organisation?



CATEGORY
EUROPE

COUNTRY
SWITZERLAND

NAME

The International Centre for Sport Studies

COURSE
INTERNATIONAL MASTER (MA) IN MANAGEMENT,
LAW AND HUMANITIES OF SPORT

CITY
NEUCHÂTEL

ATTENDANCE
650+



The FIFA Master, operated by the International Centre for Sport Studies (CIES), has once again been named as the number one ranked course in Europe. CIES is based in Switzerland, but the FIFA Master course, established in 2000, itself sees a maximum cohort of 32 students study at De Montfort University in Leicester, SDA Bocconi School of Management in Milan and the University of Neuchâtel in Switzerland during their year on the programme. Today, close to 90% of the almost 700 alumni from over 120 countries, are working within the international sports industry. The Pan-European course was also top in Europe in 2022, 2023, and 2024, and has now held this title in 13 of the 14 editions of the Postgraduate Rankings. As with last year, it is also ranks fourth overall around the world.

The FIFA Master celebrated its 25th anniversary across 2024-25, and the CIES also celebrated its 30th anniversary.

RANKINGS AT A GLANCE:

→ The top-placed European course for the 13th time in 14 years

- Higher employment at 12 months score than the top three overall courses
- Very strong alumni network and industry network score

UNIVERSITY	PROGRAMME	EMPLOYMENT AT 12 MONTH
CIES (International Centre for Sport Studies)	FIFA Master - International Master in Management, Law and Humanities of Sport	97.14
University of Massachusetts Amherst	Mark H. McCormack Department of Sport Management MBA/MS Sport Management and MS Sport Management	96.84
University of South Florida	Vinik Sport & Entertainment Management Program, MBA/MS	96.36
Ohio University	Dual MBA/MSA Program	96



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Additional data

Campus-based courses

PEER REVIEW

Rank	University	Program
1	UNIVERSITY OF MASSACHUSETTS AMHERST	University of Massachusetts Amherst, Mark H. McCormack Department of Sport Management MBA/MS Sport Management and MS Sport Management
2	OHIO UNIVERSITY	Dual MBA/MSA Sports Administration Program
3	INTERNATIONAL CENTRE FOR SPORT STUDIES (CIES)	International Master (MA) in Management, Law and Humanities of Sport
4	UNIVERSITY OF OREGON	MS Sport Product Management
5	UNIVERSITY OF SOUTH CAROLINA	Master of Sport and Entertainment Management
6=	TEXAS A&M	Master of Science in Sport Management
6=	UNIVERSITY OF SOUTH FLORIDA	Vinik Sport & Entertainment Management Program, MBA/MS
8=	DEAKIN UNIVERSITY	Master of Business (Sport Management)
8=	GERMAN SPORTS UNIVERSITY COLOGNE	M.Sc. Sport Management
8=	UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL	Masters in Sport Administration

AVERAGE SALARY (INT \$)

Rank	University	Programme	Salary (Int\$)
1	MANCHESTER METROPOLITAN UNIVERSITY	Master of Sport Directorship (MSD)	177.900
2	THE INTERNATIONAL CENTRE FOR SPORT STUDIES (CIES)	International Master (MA) in Management, Law and Humanities of Sport	115.036
3	DEAKIN UNIVERSITY	Master of Business (Sport Management)	108.682
4	UNIVERSITY OF BAYREUTH	MBA Sportmanagement	106.491
5	SEATTLE UNIVERSITY	MBA in Sport and Entertainment Management	100.600
6	UNIVERSITY OF LIVERPOOL MANAGEMENT SCHOOL - FOOTBALL INDUSTRIES MBA	MBA Football Industries	98.643
7	UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL	Masters in Sport Administration	97.727
8	THE FOOTBALL BUSINESS ACADEMY	Professional Master in Football Business	92.316
9	UNIVERSITY OF SOUTH FLORIDA	Vinik Sport & Entertainment Management Program, MBA/MS	91.903
10	ST. JOHN'S UNIVERSITY	Master of Professional Studies (MPS) in Sport Management	91.667

CAREER ADVANCEMENT

Rank	University	Programme	Career advancement
1=	UNIVERSITY OF VIGO (SPAIN)	Master in Business Administration of Sport	100,00
1=	HAMAD BIN KHALIFA UNIVERSITY	Master of Science in Sport and Entertainment Management (MSEM)	100,00
3	UNIVERSITY OF SOUTH FLORIDA	Vinik Sport & Entertainment Management Program, MBA/MS	96,36
4	OHIO UNIVERSITY	Dual MBA/MSA Sports Administration Program	96,00
5	SOUTHERN METHODIST UNIVERSITY	Master of Science of Sport Management	95,00
6	UNIVERSITY OF MODENA E REGGIO EMILIA & UNIVERSITY OF SAN MARINO	Master Internazionale in Management dello Sport System	93,33
7	UNIVERSITY OF SOUTH CAROLINA	Master of Sport and Entertainment Management	92,31
8	FLORIDA ATLANTIC UNIVERSITY	MBA in Sport Management	92,00
9	ST. JOHN'S UNIVERSITY	Master of Professional Studies (MPS) in Sport Management	91,43
10	VIRGINIA COMMONWEALTH UNIVERSITY	Center for Sport Leadership	90,53

GRADUATES CHOICE

Rank	University	Programme	Quality of faculty	Quality of curriculum	Job support	Extracurricular initiatives	Alumni network	Industry network	Return on Investment (ROI)	Diversity, Equity and Inclusion	Professional mentorship	Total
1	UNIVERSITY OF SOUTH FLORIDA	Vinik Sport & Entertainment Management Program, MBA/MS	98,18	98,18	98,18	96,36	96,36	98,18	96,36	98,18	98,18	97,58
2	OHIO UNIVERSITY	Dual MBA/MSA Sports Administration Program	96,00	93,60	94,40	99,20	100,00	99,20	96,00	91,20	97,60	96,36
3	VIRGINIA COMMONWEALTH UNIVERSITY	Center for Sport Leadership	97,89	93,68	96,84	93,68	100,00	100,00	94,74	92,63	95,79	96,14
4	MANCHESTER METROPOLITAN UNIVERSITY	Master of Sport Directorship (MSD)	96,67	96,67	100,00	86,67	100,00	96,67	90,00	100,00	96,67	95,93
5	HAMAD BIN KHALIFA UNIVERSITY	Master of Science in Sport and Entertainment Management (MSEM)	100,00	100,00	100,00	100,00	100,00	85,00	80,00	90,00	95,00	94,44
6	FLORIDA ATLANTIC UNIVERSITY	MBA in Sport Management	100,00	96,00	96,00	88,00	92,00	92,00	88,00	96,00	100,00	94,22
7	GEORGIA STATE UNIVERSITY	Sport Administration (Master of Science Degree)	98,67	97,33	92,00	94,67	90,67	89,33	88,00	94,67	96,00	93,48
8	UNIVERSITY OF NORTH CAROLINA AT CHAPEL HILL	Masters in Sport Administration	90,91	94,55	87,27	92,73	92,73	92,73	96,36	81,82	96,36	91,72
9	OHIO STATE UNIVERSITY	MS in Kinesiology (Sport Management)	97,78	91,11	85,56	92,22	90,00	94,44	87,78	92,22	92,22	91,48
10	UNIVERSITY OF SAN FRANCISCO	Master of Science in Sport Management	96,34	94,11	87,34	91,00	89,59	89,14	86,74	88,64	94,44	90,82

PRACTICALITY

Rank	University	Programme	Skills applicability	Skills frequency	Total
1	UNIVERSITY OF SOUTH FLORIDA	Vinik Sport & Entertainment Management Program, MBA/MS	98,18	92,42	95,30
2	FLORIDA ATLANTIC UNIVERSITY	MBA in Sport Management	96,00	93,33	94,67
3	UNIVERSITY OF MODENA E REGGIO EMILIA & UNIVERSITY OF SAN MARINO	Master Internazionale in Management dello Sport System	93,33	94,44	93,89
4	OHIO UNIVERSITY	Dual MBA/MSA Sports Administration Program	95,20	90,00	92,60
5	VIRGINIA COMMONWEALTH UNIVERSITY	Center for Sport Leadership	92,63	87,04	89,83
6	MANCHESTER METROPOLITAN UNIVERSITY	Master of Sport Directorship (MSD)	90,00	88,89	89,44
7	SOUTHERN METHODIST UNIVERSITY	Master of Science of Sport Management	92,50	81,25	86,88
8	ST. JOHN'S UNIVERSITY	Master of Professional Studies (MPS) in Sport Management	94,29	78,57	86,43
9	WEST VIRGINIA UNIVERSITY	Master of Sciences in Sport Management	90,91	81,67	86,29
10	UNIVERSITY OF MASSACHUSETTS AMHERST	University of Massachusetts Amherst, Mark H. McCormack Department of Sport Management MBA/MS Sport Management and MS Sport Management	88,00	84,17	86,08

Postgraduate Rankings

Online Programmes

2024 Rank	University	Programme	Region	Class size 2022	2022 Graduates	Class size 2024/25	Re-sponse rate	Course duration (months)	Average age	Accept-ance rate	Female students	Female staff	Int de
1	OHIO UNIVERSITY	Professional/Online Master of Sports Administration	North America	24	24	21	33%	18	28	60%	28,6%	50%	0,
2	DEAKIN UNIVERSITY	Master of Business (Sport Management)	Asia Pacific	16	16	19	38%	24	28	95%	42,1%	36%	10
3	FLORIDA ATLANTIC UNIVERSITY	MBA in Sport Management	North America	28	23	28	35%	23	26	21%	42,9%	42%	3,
4	UNIVERSITY OF CINCINNATI	Master of Science in Sport Administration	North America	120	71	92	44%	12	27	29%	40,6%	25%	1,1
5	JOHANN CRUYFF INSTITUTE	Master in Sport Management Online	Europe	27	26	29	38%	13	29	43%	24,1%	29%	84
6	GLOBAL INSTITUTE OF SPORT	MSc International Sport Management	Europe	16	14	41	36%	14	31	44%	43,9%	33%	36
7	UNIVERSITY OF NORTH TEXAS	MBA Sport Entertainment Management	North America	7	7	26	43%	24	30	32%	38,5%	30%	0,
8	UNISPORT MANAGEMENT SCHOOL	MBA Sports Management	Europe	50	50	80	22%	12	28	100%	30,0%	18%	42
9	TREVISAN ESCOLA DE NEGOCIOS	MBA in Sport Management and Marketing	South America	18	8	69	63%	22	29	78%	33,3%	18%	10
10	INDIANA STATE UNIVERSITY	M.S. Sport Management	North America	22	19	27	32%	12	27	87%	34,6%	40%	0,

Postgraduate students	Intl staff	Salary (\$)	Employment at 12 months	Current employment	Quality of faculty	Quality of curriculum	Job support	Extracurricular initiatives	Alumni network	Industry network	Return on Investment (ROI)	Diversity, Equity and Inclusion	Professional mentorship	Career advancement	Skills applicability	Skills frequency	Peer review	Total
0%	13%	137.500	100,00	100,00	90,00	90,00	85,00	82,50	92,50	92,50	90,00	87,50	90,00	77,50	92,50	75,00	100,00	84,10
15%	27%	104.460	100,00	93,33	100,00	100,00	100,00	96,67	90,00	90,00	90,00	96,67	100,00	86,67	96,67	88,89	0,00	83,78
16%	27%	104.375	100,00	100,00	97,50	97,50	87,50	92,50	90,00	95,00	82,50	85,00	90,00	80,00	87,50	91,67	0,00	83,65
18%	0%	88.420	92,26	92,90	92,90	91,61	85,81	85,52	81,29	83,33	82,00	84,52	89,33	81,29	86,45	80,00	40,00	79,04
18%	29%	96.161	88,00	68,00	94,00	90,00	80,00	76,00	78,00	76,00	86,00	88,00	94,00	84,00	90,00	66,67	80,00	77,66
18,6%	50%	48.794	96,00	96,00	100,00	88,00	76,00	66,67	66,67	100,00	72,00	70,00	84,00	88,00	88,00	86,67	0,00	76,38
20%	3%	198.333	80,00	73,33	86,67	93,33	93,33	80,00	80,00	100,00	80,00	86,67	86,67	73,33	80,00	66,67	40,00	75,28
22,5%	18%	60.356	85,45	85,45	92,73	92,00	78,18	74,55	76,36	74,55	83,64	85,45	89,09	83,64	83,64	80,30	20,00	73,91
23,1%	27%	77.916	80,00	80,00	88,00	88,00	68,00	72,00	88,00	80,00	72,00	84,00	80,00	80,00	85,00	50,00	0,00	69,60
24%	0%	69.000	93,33	93,33	80,00	70,00	63,33	56,67	53,33	50,00	70,00	70,00	86,67	66,67	73,33	66,67	0,00	64,17

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UNIVERSITY OF
South Carolina

College of Hospitality, Retail
and Sport Management

CATEGORY
ONLINECOUNTRY
UNITED STATES OF AMERICA

NAME

Ohio University

COURSE
PROFESSIONAL/ONLINE MASTER OF SPORTS ADMINISTRATIONATTENDANCE
28,000+ (IN-PERSON AND ONLINE)

Ohio University's online programme, the Professional/Online Master of Sports Administration, has claimed first position in the 2025 SportBusiness Postgraduate Rankings online rankings.

This result marks a remarkable rankings debut for the online programme. Alongside the success of the campus-based course, which has consistently featured in the top 3 globally, there is a lot to admire about the quality of the sports management courses at Ohio University.

The course, which was renamed the 'Online Master of Sports Administration program' in fall 2023, also saw important updates to its curriculum – such as the inclusion of specific areas including sports marketing – in order to align with the university's mission to be the 'best programme in online sport business graduate education'.

The 2024/25 class cohort was made up of 21 students and the Online Master of Sports Administration Programme director is Associate Professor, Kelley Walton.

Despite being an online programme, there are still opportunities for students to take advantage of in-person networking and residency opportunities, including the National Sports Forum conference.

RANKINGS AT A GLANCE:

- Alumni network ranked as the best of all the online courses
- Course ROI also took (joint) top spot among the 2022 graduates
- Full marks in the peer review shows the regard in which the online programme is held across the industry

UNIVERSITY	PROGRAMME	ALUMNI NETWORK
Ohio University PMSA	Professional/Online Master of Sports Administration	92.50
Deakin University	Master of Business (Sport Management)	90
Florida Atlantic University	MBA in Sport Management	90



CATEGORY
ONLINE

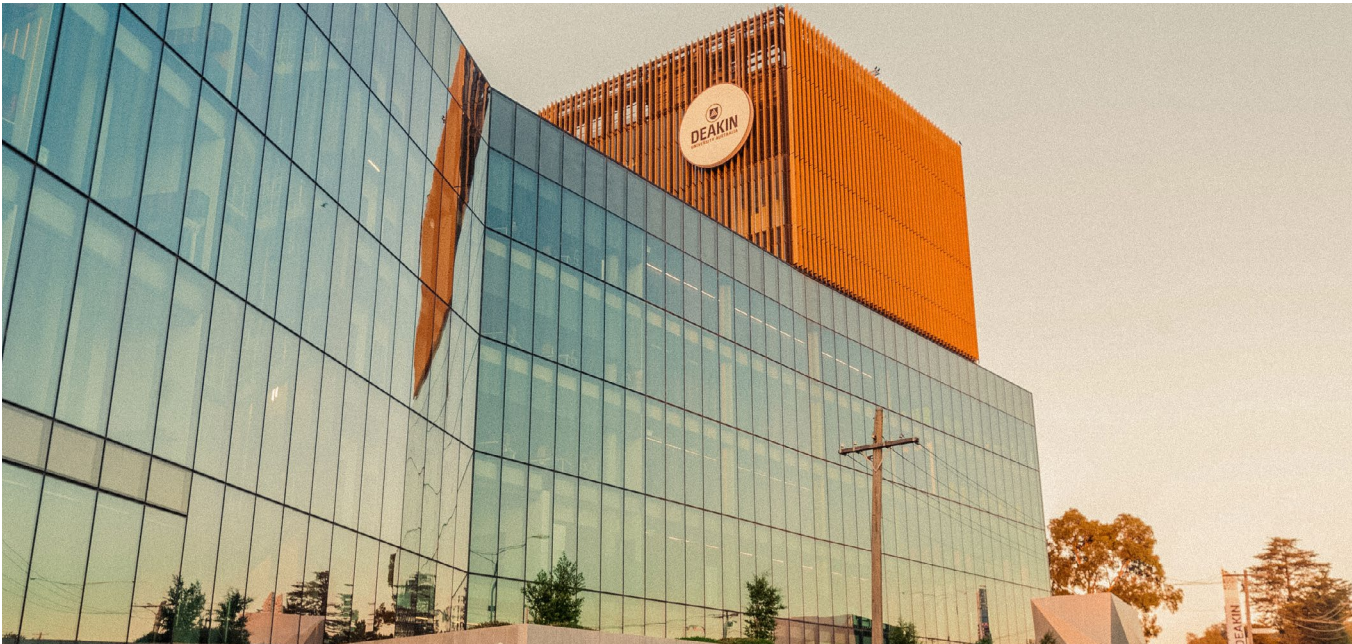
COUNTRY
AUSTRALIA

NAME

Deakin University

COURSE
MASTER OF BUSINESS (SPORT MANAGEMENT)

ATTENDANCE
60,000+ (IN-PERSON AND ONLINE)



Deakin University's online Master of Business (Sport Management) has claimed second place in the 2025 SportBusiness Postgraduate Rankings online course rankings.

Despite missing out on the top position in the 2025 online ranking – by just 0.32 of a point – the course boasts several stand out results in the ranking categories. This includes full marks in the 'Professional mentorship' category, which is the highest in the online rankings table.

The university itself boasts over 50 years of experience in distance and online education. Plus, strong ties to the Australian sports market means that students are afforded numerous 'in-person' opportunities to visit, work or volunteer at a range of events, venues, and sporting institutions, alongside their studies.

The 2024/25 class cohort was made up of 19 students,

with the course duration being 24 months. Dr David Shilbury is Professor in the Department of Management in Deakin Business School and the Foundation Chair in Sport Management. Dr Shilbury was appointed as Australia's first professor of sport management in 2000 and in 2017 was appointed as the inaugural Director of the Deakin Sport Network.

RANKINGS AT A GLANCE:

- Full marks in the 'Professional mentorship' category, which is the highest in the online rankings table
- Quality of faculty and quality of curriculum categories both also received full marks from the 2022 graduates
- Job support again received full marks, the only online course to do so held across the industry

UNIVERSITY	PROGRAMME	PROFESSIONAL MENTORSHIP
Deakin University	Master of Business (Sport Management)	100
Ohio University PMSA	Professional/Online Master of Sports Administration	90
Florida Atlantic University	MBA in Sport Management	90

CATEGORY
ONLINECOUNTRY
UNITED STATES OF AMERICA

NAME

Florida Atlantic University

COURSE
MBA IN SPORT MANAGEMENTATTENDANCE
31,000+ (IN-PERSON AND ONLINE)

The online MBA in Sport Management from Florida Atlantic University has comfortably secured third position in the online rankings of the 2025 SportBusiness Postgraduate Rankings.

It was incredibly close at the top of the online rankings table, with less than 0.5 of a point separating first and third positions. This closeness and quality is further reinforced by some of the standout stats from Florida Atlantic University's course, with the 'current employment' category receiving full marks – Ohio University's Online Master of Sports Administration (the online winner) is the only other online course to achieve this.

The course is led by Director, Dan Cornely and places an emphasis on being 'practitioner oriented' and students are expected to participate in practical experiences at

local and regional sport or entertainment entities.

The 2024/25 class cohort was made up of 28 students, who will complete the course over 23 months. Since 2022, the wider MBA in Sport Management courses at Florida Atlantic University have seen enrolment increase by 120%.

RANKINGS AT A GLANCE:

- Employment after 12 months of graduation and current employment both received 100.00
- Industry network category received the highest marks out of the three top-ranked online courses
- Skills frequency is ranked the highest among all online courses

UNIVERSITY	PROGRAMME	EMPLOYMENT AFTER 12 MONTHS
Florida Atlantic University	MBA in Sport Management	100
Deakin University	Master of Business (Sport Management)	100
Ohio University PMSA	Professional/Online Master of Sports Administration	100

Additional data

Online-based courses

PEER REVIEW

Rank	University	Programme
1	OHIO UNIVERSITY	Professional/Online Master of Sports Administration
2	UNIVERSITY OF FLORIDA	MS in Sport Management
3	JOHAN CRUYFF INSTITUTE	Master in Sport Management Online
4	GEORGETOWN UNIVERSITY	Online Master of Professional Studies in Sports Industry Management
5	NEW YORK UNIVERSITY	MS in Global Sport
6	UNIVERSITY OF MIAMI	MS in Education in Sports Administration
7	UNIVERSITY OF NORTH TEXAS	MBA Sport Entertainment Management
8	UNIVERSITY OF CINCINNATI	Master of Science in Sport Administration
9	TROY UNIVERSITY	MS in Sport Management
10=	UNIVERSIDAD EUROPEA	MBA in Sport Management
10=	UNIVERSITY OF LOUISVILLE	MS in Sports Administration

AVERAGE SALARY (INT \$)

Rank	University	Programme	Salary (Int\$)
1	UNIVERSITY OF NORTH TEXAS	MBA Sport Entertainment Management	198.333
2	OHIO UNIVERSITY	Professional/Online Master of Sports Administration	137.500
3	DEAKIN UNIVERSITY	Master of Business (Sport Management)	104.460
4	FLORIDA ATLANTIC UNIVERSITY	MBA in Sport Management	104.375
5	JOHANN CRUYFF INSTITUTE	Master in Sport Management Online	96.161
6	UNIVERSITY OF CINCINNATI	Master of Science in Sport Administration	88.420
7	TREVISAN ESCOLA DE NEGOCIOS	MBA in Sport Management and Marketing	77.916
8	INDIANA STATE UNIVERSITY	M.S. Sport Management	69.000
9	UNISPORT MANAGEMENT SCHOOL	MBA Sports Management	60.356
10	GLOBAL INSTITUTE OF SPORT	MSc International Sport Management	48.794

CAREER ADVANCEMENT

Rank	University	Programme	Career advancement
1=	GLOBAL INSTITUTE OF SPORT	MSc International Sport Management	88,00
1=	DEAKIN UNIVERSITY	Master of Business (Sport Management)	86,67
3	JOHANN CRUYFF INSTITUTE	Master in Sport Management Online	84,00
4	UNISPORT MANAGEMENT SCHOOL	MBA Sports Management	83,64
5	UNIVERSITY OF CINCINNATI	Master of Science in Sport Administration	81,29
6	FLORIDA ATLANTIC UNIVERSITY	MBA in Sport Management	80,00
7	TREVISAN ESCOLA DE NEGOCIOS	MBA in Sport Management and Marketing	80,00
8	OHIO UNIVERSITY	Professional/Online Master of Sports Administration	77,50
9	UNIVERSITY OF NORTH TEXAS	MBA Sport Entertainment Management	73,33
10	INDIANA STATE UNIVERSITY	M.S. Sport Management	66,67

GRADUATES CHOICE

Rank	University	Programme	Quality of faculty	Quality of curriculum	Job support	Extracurricular initiatives	Alumni network	Industry network	Return on Investment (ROI)	Diversity, Equity and Inclusion	Professional mentorship	Total
1	DEAKIN UNIVERSITY	Master of Business (Sport Management)	100,00	100,00	100,00	96,67	90,00	90,00	90,00	96,67	100,00	95,93
2	FLORIDA ATLANTIC UNIVERSITY	MBA in Sport Management	97,50	97,50	87,50	92,50	90,00	95,00	82,50	85,00	90,00	90,83
3	OHIO UNIVERSITY	Professional/Online Master of Sports Administration	90,00	90,00	85,00	82,50	92,50	92,50	90,00	87,50	90,00	88,89
4	UNIVERSITY OF NORTH TEXAS	MBA Sport Entertainment Management	86,67	93,33	93,33	80,00	80,00	100,00	80,00	86,67	86,67	87,41
5	UNIVERSITY OF CINCINNATI	Master of Science in Sport Administration	92,90	91,61	85,81	85,52	81,29	83,33	82,00	84,52	89,33	86,26
6	JOHANN CRUYFF INSTITUTE	Master in Sport Management Online	94,00	90,00	80,00	76,00	78,00	76,00	86,00	88,00	94,00	84,67
7	UNISPORT MANAGEMENT SCHOOL	MBA Sports Management	92,73	92,00	78,18	74,55	76,36	74,55	83,64	85,45	89,09	82,95
8	GLOBAL INSTITUTE OF SPORT	MSc International Sport Management	100,00	88,00	76,00	66,67	66,67	100,00	72,00	70,00	84,00	80,37
9	TREVISAN ESCOLA DE NEGOCIOS	MBA in Sport Management and Marketing	88,00	88,00	68,00	72,00	88,00	80,00	72,00	84,00	80,00	80,00
10	INDIANA STATE UNIVERSITY	M.S. Sport Management	80,00	70,00	63,33	56,67	53,33	50,00	70,00	70,00	86,67	66,67

PRACTICALITY

Rank	University	Programme	Skills applicability	Skills frequency	Total
1	DEAKIN UNIVERSITY	Master of Business (Sport Management)	96,67	88,89	92,78
2	FLORIDA ATLANTIC UNIVERSITY	MBA in Sport Management	87,50	91,67	89,58
3	GLOBAL INSTITUTE OF SPORT	MSc International Sport Management	88,00	86,67	87,33
4	OHIO UNIVERSITY	Professional/Online Master of Sports Administration	92,50	75,00	83,75
5	UNIVERSITY OF CINCINNATI	Master of Science in Sport Administration	86,45	80,00	83,23
6	UNISPORT MANAGEMENT SCHOOL	MBA Sports Management	83,64	80,30	81,97
7	JOHANN CRUYFF INSTITUTE	Master in Sport Management Online	90,00	66,67	78,33
8	UNIVERSITY OF NORTH TEXAS	MBA Sport Entertainment Management	80,00	66,67	73,33
9	INDIANA STATE UNIVERSITY	M.S. Sport Management	73,33	66,67	70,00
10	TREVISAN ESCOLA DE NEGOCIOS	MBA in Sport Management and Marketing	85,00	50,00	67,50



Breaking the sports tech glass ceiling



Marilou McFarlane has mitigated the numerous challenges facing women in sports technology, in this article she offers advice to female readers looking to enter the space.

Historically, the realms of both professional sports and technology have been male-dominated, leading to a paucity of the different perspectives and fresh innovations that women and other underrepresented, highly-qualified individuals can bring.

“Increasing the involvement of women in sports technology is not just about achieving equity with men though; it’s also about building a more robust, intelligent, and universally appealing future for sport as a whole,” McFarlane says.

“Women’s unique insights, often rooted in different lived experiences and problem-solving approaches, can lead to more inclusive products and services that cater to a broader demographic of athletes and fans, and

therefore greater success for sports organisations.”

CAREER GUIDANCE FOR WOMEN IN SPORTS TECH

Based on her many years of experience, McFarlane is pleased to offer advice in several areas to women looking to enter the sports tech industry.

- Build a strong network (and leverage it): McFarlane emphasises the importance of connecting with others in

“Think about how your skills can genuinely solve problems within sport... this passion for impact will set you apart.”

the industry. “Networking is not just about getting a job; it’s about building relationships, finding mentors, and creating a coalition of support,” she says. “Utilise platforms like LinkedIn to meet people, learn, and identify opportunities.”

- Focus on skills and strengths: “Understand your technical capabilities (data science, AI, engineering, product management) or your sports industry knowledge (marketing, operations, coaching). Position yourself by clearly articulating the unique value you bring to the intersection of these two fields.”
- Be persistent and proactive: “The industry can be tough to break into, and biases exist,” she says. “Don’t be deterred by initial setbacks. Actively seek out learning opportunities, internships, and ways to gain relevant experience.”
- Embrace lifelong learning: “Sports tech is an ever-evolving field, so stay current with emerging technologies, industry trends, and new advancements by reading trade newsletters and attending conferences,” says McFarlane. “Be curious and willing to adapt.”
- Seek mentors and be a mentor: “Find individuals who can guide you, offer advice,

and open doors. Once you’re in, pay it forward by mentoring other women, strengthening the community.”

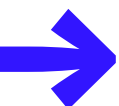
- Understand the business imperative of diversity and inclusivity: McFarlane says that women looking to enter sports tech should frame their presence “not just as a matter of equity, but as a strategic asset”. The message she champions highlights how diverse teams lead to better products, broader market understanding, and increased innovation.
- Don’t be afraid to take risks: McFarlane herself is an entrepreneur and encourages women to be bold, take on challenging roles, and consider starting their own ventures if they see an unmet need. Remember that in many cases, “courage comes before confidence”.
- Be authentic: “Bring your unique perspective and experiences to the table,” she says. “Don’t try to fit into an existing mould. Your different insights are your strength.”
- Support other women and under-represented communities: “Build alliances and actively champion other women in the industry and others who are under-represented in this industry,” McFarlane says. “Collective

strength is vital for challenging systemic biases. Meanwhile, amplifying the stories of women who are currently shaping the future of sports technology is crucial.”

- Focus on impact: “Think about how your skills can genuinely solve problems within sport, whether it’s enhancing athlete performance, improving fan engagement, or streamlining operations,” she says. “This passion for impact will set you apart.”
- Dare to be great and aim for progress in all you do: “I try and live by Theodore Roosevelt’s advice to be a (wo)man in the arena,” McFarlane offers as her final advice. “Dare greatly. Dare to do THE THING you feel must be done, especially if it has the potential to improve others’ lives. Don’t complain about injustice, be the change you want to see. With all your heart. Bring the most intelligent, amazing and empathetic people into the process with you to cover for your own blind spots. The only failure is if you don’t try. Progress should always be the goal. If you are innovating and putting yourself out there, you will fail, which is part of the process – just remember to ‘Fail Forward Fast’! Learning and iterating are the keys to your success.”

USEFUL LINKS

- Resources offered by workforce accelerator Women in Sports Tech (WiST) are accessible at: www.womeninsportstech.org.
- A WiST LinkedIn community can be found at: <https://linkedin.com/company/women-in-sport-technology/>
- For more information about Marilou McFarlane’s executive coaching services and leadership training services, visit: <https://marilou.mcfarlane.com>



Q&A: How are sport management courses preparing for the future?

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As the pace of change in the sports industry continues to accelerate, SportBusiness spoke with some of the course leaders shaping the next generation of postgraduate sports management professionals. We asked how they are preparing their students, and which factors they believe will most influence the industry's direction.

SportBusiness (SB): What do you consider to be the most significant changes within the sports industry over the past five years?

KTM: Since COVID a number of paradigms have been shifting. Technological advances have transformed sporting equipment –

including through wearables – affecting everything from training to rule changes. The big data revolution has continued pushing more sports to rethink how they conceive, package, and commercialize their media rights, with more and more streaming and DTC offers. On the consumption side, piracy of live sport streams has exploded and is a peril to rights protection. Unregulated betting continues to expand globally which threatens integrity of competitions.

The investment in sporting properties has not ceased to evolve as the balance tips more and more towards private equity and globally integrated ownership models.

This has overflowed into women's sport, probably one of the biggest growth sectors since 2020 with never seen before visibility and attendances. Rights unbundling (ex. in women's football) and increasing athlete power, both collective and individual (basketball's Caitlin Clark), offer novel economic perspectives. Finally, the legal framework has seen profound reshaping as key judgements, cases, and settlements (e.g. ISU, European Super League, NIL, and most recently RFC Seraing) have redefined the limits of sport's autonomy.

WN: First, the continued fragmentation of the

media distribution side of our business, as well as the instability of many regional sports networks, is a substantial change that is impacting a range of issues across the sports management industry. As the sports media ecosystem becomes more sophisticated and complex, managers are being forced to think about how to balance financial opportunities with long-term fan development dynamics. This dovetails with changes to the US sports landscape that have come from mobile/digital gambling as part of the media mix, as well.

Second, the extent to which private equity and sovereign wealth has impacted the capital mix is something that signals real change in our industry and brings with it a range of opportunities (international expansion, sports district development) and potential challenges (loss of control, shared vision).

CM: The sports industry is experiencing some of the most dynamic shifts in its history, driven by data analytics, smart-venue development, digital commerce, the rise of women's sports, and growing private equity investment. One of the most transformative changes is the merging of sports, entertainment,

fashion, and lifestyle—an intersection that's reshaping the industry's core identity.

This convergence reflects a broader cultural shift where sports are no longer just games but lifestyle-driven entertainment experiences. Today's athletes are not only competitors; they are global influencers, fashion icons, and media entrepreneurs. From walking in runway shows to launching lifestyle brands and starring in streaming content, athletes now sit at the crossroads of culture and commerce.

Meanwhile, entertainment platforms are acquiring sports rights to attract diverse audiences, fashion brands are partnering with teams and leagues to create crossover appeal, and live sporting events are marketed as immersive cultural spectacles. Arena corridors now double as fashion runways, and fan experiences blend music, fashion, food, and technology.

These changes point to a deeper shift: consumers, especially younger generations, crave authentic, expressive, and socially relevant experiences. The sports industry is a part of a larger cultural ecosystem, where partnerships, content, and brand strategies are being redefined to meet changing expectations.

BD: The most significant changes over the past five years really depend on the region of the world you're looking at, but in the North American market, two major post-COVID shifts stand out.

First, the rise of sports betting has been transformative. While the market isn't yet fully saturated, roughly 75% of U.S. states have legalized sports wagering, with 58% allowing mobile betting. This development has dramatically altered how fans engage with sports, how leagues operate, and how media outlets produce and distribute content. It's brought in new revenue streams and increased fan

interaction—but it also raises important questions around consumer protection and responsible gambling.

Second, the changes in intercollegiate athletics surrounding name, image, and likeness (NIL) rights, along with the evolution of the transfer portal, have fundamentally disrupted the traditional amateurism model. These shifts have sent shockwaves through a long-standing pillar of American sport and continue to reshape the landscape of college athletics.

Globally, we've seen accelerated expansion into new markets and a surge in streaming platforms as leagues look to broaden their reach. From new tournaments to experimental competitions, the digital ecosystem has become increasingly saturated and competitive. This cluttered environment extends beyond screens—fans now face more options than ever when it comes to live attendance, making it a dynamic, but also more fragmented, marketplace for sport.

KD: My contrarian view on this is that the sports industry hasn't seen very significant changes over the past five years. Pre-pandemic trends have largely continued to expand, but I haven't observed innovations disruptive enough to make the sports industry more resilient towards future crises, as I hoped would follow the pandemic shock. From governance, media, or match-day perspectives, it's mostly business as usual, with minor innovation at the margins.

SB: What do you consider to be the biggest opportunity for the sports industry?

KTM: Demography. The rising tide of an aging population offers all sorts of untapped potential for sports. Beyond traditional means of consumption or fan identification, an underserved market of aging

The sports industry is experiencing some of the most dynamic shifts in its history, driven by data analytics, smartvenue development, digital commerce, the rise of women's sports, and growing private equity investment.

populations will be looking at sport differently. Whether this means new adapted sports (e.g. walking football or the retirement community padel-boom), the market for an evolving demographic is massive. This links also to the integration of the health sector and its convergence with sport in areas that will be vital for the coming decades. History teaches us that sport has evolved and changed, disappearing sometimes, and even inventing new traditions. Societal changes often create these conditions and it is up to the sports industry to respond.

WN: The development of robust, healthy sports development systems at the youth level. In an age of hyper polarization and digital loneliness, creating a culture around sport's utility in ensuring healthy, connected communities is critical. This continues to be an under-resourced, under-financed sector of our industry, probably due to its less attractive short-term returns and the need for long-range planning. But the existential threat being nurtured by a lack of stable infrastructure and the over-specialization of youth sports in many countries is real and represents a great opportunity for positive change.

CM: Women's sports are now the industry's fastest-growing segment, fuelled by rising revenues, soaring valuations, and passionate fan engagement. In 2024, global commercial revenue from women's sports exceeded \$1 billion for the first time, a 300% increase since 2021, with projections reaching \$2.35 billion in 2025 (per Deloitte). Sponsorships account for over 50% of that revenue, as brands boost investments in women's leagues, athletes, and platforms due to stronger fan loyalty and brand alignment (See DisruptHERs Report). Angel City FC grew from a \$2 million expansion fee in 2021 to a valuation of \$250 million



by mid-2024; the New York Liberty sold for \$450 million, making them the world's most valuable women's sports team (per Just Women's Sports). A Nielsen and PepsiCo study predicts that women's football will become one of the top five most-followed sports by 2030. Women's sports offer a compelling business opportunity; from record-breaking viewership and untapped sponsorship potential to rapidly rising asset valuations—especially in soccer and basketball—women's sports are reshaping the sports economy. With brand-aligned fan demographics and expanding media rights, women's sports are not only poised to grow—they are set to lead.

BD: I know this sounds like a cop out answer, but innovative technology represents the single biggest opportunity for the sports industry moving forward—and it comes in several forms.

In terms of live game production, augmented reality (AR) and virtual reality (VR) present an exciting frontier. These technologies offer fans immersive, multi-layered ways to experience games, bringing them closer to the action than ever before. As global demand for live sports continues to grow, the ability to customize and enhance the viewing experience through AR and VR offers leagues, teams, and broadcasters a powerful way to engage fans in new and meaningful ways.

At the professional level, the rapid evolution of artificial intelligence is another opportunity. Whether it's automating routine tasks, improving decision-making, or enhancing fan engagement through personalization, AI has the potential to dramatically increase efficiency across the industry. The professionals and organizations who embrace AI—not as a threat, but as a tool—stand to accelerate innovation and move from point A to point B much faster. Ultimately,

it's not just about adopting technology—it's about learning how to adapt with it.

KD: As far as the football industry is concerned, the biggest opportunity lies in uniting all governing bodies and key stakeholders for genuine collaboration. Decision-makers have inherited a system with mandates and incentives increasingly misaligned with today's realities, creating growing friction. By addressing the needs of players and fans, balancing the oftentimes overlapping yet conflicting interests of clubs, leagues, federations, and confederations, and modernizing the media, commercial and agency landscapes - the industry could benefit from a comprehensive overhaul. This would involve restructuring the governance model, updating the business model, and reshaping the international match calendar. It's a bit of a Hail Mary, but such changes are essential for the industry to position itself for the next leg up and have a healthier, more sustainable, and more lucrative future.

SB: What has been the biggest change to your programme over the past five years?

KTM: The biggest change to our programme has been twofold: generational shifts and the unfolding technological data revolution. Our course was built by a particular generation of educational visionaries who have almost all now retired. In the last few years, a new generation of educational staff is picking up the baton and innovating content, updating teaching approaches, and improving course management. Students have also changed since COVID, and so we have had to adapt to an always more tech-savvy student. In the classroom, we present AI in various aspects of sport management

and address it in research. Outside the classroom, we use data everywhere from recruitment to communication, and students are now fully involved in our course marketing through social media. Ultimately, we always aim to better articulate the 'what', enhance the 'how', and refine the 'why' our course exists.

WN: The Mark H. McCormack Department of Sport Management at UMass Amherst continues to put student success and enrichment at the forefront of our master's program, and launching our international immersion programme in 2023 was in line with that vision. Bringing students to London, Madrid, Manchester, Barcelona and Liverpool has helped connect our classroom content in Amherst to the global sports landscape in a tangible way, with alumni and industry executives abroad enriching students' networking opportunities. This annual spring excursion - coupled with the launch of "McCormack Scholars", a programme that celebrates the achievements of distinguished sports industry leaders and helps them meaningfully connect with our students inside our home at the Isenberg School of Management - represent active investments made to ensure that students have access to the industry's front lines in a meaningful way.

CM: We added a STEM-certified sport management program, and our first class graduated in 2021/2022. Since then, we have achieved 100% employment for students who completed our STEM degree. Additionally, we developed new elective courses aligned with industry trends, including media business, athlete branding, front office operations, and business development. Finally, a brand-new professional development programme that supplements in-class learning has been added to enhance our students' industry readiness.

KD: One thing that we do very

well at The FBA is constantly gathering feedback from our community and keeping our pulse on industry trends by engaging daily with our programme participants, alumni, faculty, industry partners, and professionals, as well as attending global events such as World Football Summit. As a result, we have regularly updated our curriculum to reflect these insights, always considering our graduates' employability. Five years ago, based on student feedback, we relocated our program's on-campus part from Switzerland to Portugal, marking a significant change. More recently, with our alumni network now exceeding 350 members, we have intensified our alumni relations efforts to create and unlock even more opportunities for past, current, and future students.

BD: Once again, I am going to give you two changes. The first has been adapting to a new generation of learners. COVID didn't just disrupt education; it reshaped how students engage with it. Many of our students experienced significant personal and academic loss—missed graduations, canceled sporting events, a disjointed start to college life. These moments matter. As educators, we've had to rethink our teaching strategies to better support students who learn differently than cohorts before them. That means embracing more flexible delivery methods, integrating interactive and asynchronous learning tools, and giving students more agency in how they learn. The pandemic underscored that education is not one-size-fits-all, and it's pushed us to become more responsive and more human in our approach.

The second major shift is the emergence of artificial intelligence—most notably tools like ChatGPT. On one hand, we're deeply committed to maintaining academic integrity and teaching critical thinking. On the other, we recognize that AI isn't

We recognize that AI isn't going anywhere. It will be a constant companion in students' careers. So the challenge—and opportunity—is teaching students how to use AI as a tool to support decision making, rather than a shortcut that replaces it.

going anywhere. It will be a constant companion in students' careers. So the challenge—and opportunity—is teaching students how to use AI as a tool to support decision-making, rather than a shortcut that replaces it. That distinction is crucial. And while it's something we've grappled with over the past few years, it's not unique to our program. It's a growing challenge across higher education as we work to balance innovation with integrity.

KD: One thing that we do very well at The FBA is constantly gathering feedback from our community and keeping our pulse on industry trends by engaging daily with our programme participants, alumni, faculty, industry partners, and professionals, as well as attending global events such as World Football Summit. As a result, we have regularly updated our curriculum to reflect these insights, always considering our graduates' employability. Five years ago, based on student feedback, we relocated our program's on-campus part from Switzerland to Portugal, marking a significant change. More recently, with our alumni network now exceeding 350

members, we have intensified our alumni relations efforts to create and unlock even more opportunities for past, current, and future students.

SB: What do you see as the biggest professional challenges graduates will face in the next five years?

KTM: In some sense, the biggest challenge of graduates remains the same. They must develop themselves personally, finding meaningful and sustainable careers, and keep alive the sacred fire of their passion for an industry whose viability is always being challenged by change. However, the paradigms that our future cohorts will face – whether technological, social, political, economic to name only a few – will undoubtedly be different from what they knew when they came to our course. Consumption of sport will continue to evolve, just as its organization and, ultimately, meaning will too. Our collective challenge then, both to our students and our course staff, is to learn to navigate new sporting seas, spotting and riding the right waves, and avoid the surprise of changing tides.

WN: Sustaining a human, fan-centric approach to sports

management principles and practice, while keeping pace with the acceleration of AI-driven solutions, professional techniques, and working standards, will be a challenge for graduates of any master's degree program. At UMass, we are integrating AI workshops into our semester teaching modules and utilizing best-practices from our 4,000+ sport industry alumni to help inform our approach.

CM: New graduates entering the sports industry face many challenges that require preparation and adaptability. The job market is highly competitive, especially in major U.S. cities, which often means relocating for the right opportunity. Success depends on purposeful networking, building genuine, strategic connections that open doors—while also identifying and pursuing areas of true passion within the field. Many entry-level jobs require prior experience, making internships, volunteering, and part-time work important stepping stones. Graduates must also stay up to date with the industry's rapid changes, driven by technology, shifting fan behaviours, and new sectors. Thriving in this environment demands a growth mindset and a commitment to continuous learning; a graduate degree will lay the foundation for a lifelong journey of critical thinking, problem-solving, teamwork, relationship-building, and networking. Professionals must be prepared to acquire new skills and remain relevant, leveraging flexibility, diverse abilities, and the capacity to collaborate effectively to navigate constant change and achieve long-term success.

BD: While the specific challenges can vary depending on the sector—whether it's college athletics, professional sport, events, or media—the most universal challenge I see for recent graduates is the need for resilience.

The early years in the sport industry can be unpredictable. New professionals may face sudden changes in leadership,

organizational restructuring, or relocations. Navigating those first few years successfully requires a willingness to adapt, a positive mindset, and the emotional stamina to push through uncertainty.

Those who can remain agile, open to feedback, and willing to embrace change are the ones who will find their footing. Once that foundation is built, the sport industry offers incredible opportunities—but the road to get there isn't always smooth.

KD: More than ever, I believe graduates will increasingly need to show adaptability and leadership. The primary challenge will be navigating the sport industry's interdependence, global

appeal, and resistance from decision-makers reluctant to abandon habits and a business model that have worked very well for thirty years. With disruption on the horizon, as seen in other industries, success will depend on embracing an innovative mindset, underpinned by strong emotional intelligence and interpersonal skills. Additionally, I believe that continuous education or CPD, though still not yet mandatory in the sports industry, will become more prevalent. Self-aware, motivated individuals and organizations committed to investing in professional training and development will be best equipped to drive significant impact.



Q&A: Click or Commute? Online or in-person Courses

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(JMc) Joshua McLeod

Course Director, Deakin University



(DC) Daniel Cornely

Program Director – MBA in Sport Management Program, Florida Atlantic University

In recent years, the demand for flexible, high-quality education has led many universities to expand beyond the traditional campus and into the digital space. To explore how institutions are balancing their on-campus heritage with the growing appetite for online learning, we spoke with several course leaders who provide both online and in-person programmes. In this Q&A, they discuss the launch and evolution of their online programme, how it compares with the campus-based option, and what prospective students can expect in terms of experience, outcomes and opportunities.

SB: As a provider of both campus and online programmes, when did you launch the online programme (in relation to the campus programme) and what was the strategy behind the decision? How has the programme developed since its launch?

BH: We launched the online programme in 2020, one year after we launched the in-person program. The online programme was developed for working executives, and students are selected on their work experience, and need to be full-time employed by the time they start the program. The face-to-face cohort programme is a traditional MBA programme that is open to anyone that meets the academic standards.

JMc: Deakin University has long been recognised as a leader in online education. We launched our CloudDeakin online learning platform in 2013, and since then, students across all faculties have been able to complete courses entirely online. The strategy behind this move was to provide greater flexibility for learners, recognising that people lead increasingly busy lives and require study options that fit around work, family, and other commitments.

Over the years, the online programme has evolved significantly. We have continually adopted new technologies, refined our delivery methods, and trialled innovative approaches to ensure we offer the most effective learning experience possible. Today, we are confident that our online provision is among the best in its class.

DC: The on-campus sport business programmes were established approximately 25 years ago, laying the foundation for our academic offerings in this field. Around a decade ago—roughly 15 years after the inception of the on-campus programmes—we launched the online sport business programmes. This strategic expansion was driven by a desire to better support students in their academic and professional journeys.

One of the primary motivations behind the development of the online programmes was to

The online programmes have proven to be highly adaptable, offering students the option to participate in live sessions or view recorded lectures at their convenience.

provide greater flexibility for students whose circumstances might change during their studies. For instance, if a student began their education on campus but subsequently secured employment in another state, the online programme offered a seamless transition that allowed them to continue their studies without interruption.

Additionally, the online format enabled us to broaden access to sport business education beyond the geographic limitations of our physical campus. By removing regional barriers, we were able to reach a more diverse and widespread student population.

The online programmes have proven to be highly adaptable, offering students the option to participate in live sessions or view recorded lectures at their convenience. This flexibility has empowered students to balance their academic commitments with personal and professional responsibilities, ultimately enhancing their learning experience and career readiness.

SB: Are there significant fee differences between the campus and online programmes?

BH: The tuition is the same for both programmes, but the online students pay significantly higher programme fees, which pays for our course development

(we work with an external video production company to develop our course work), and for the bootcamps we offer our online students once every semester.

JMc: There are no significant fee differences between the campus and online programmes. This reflects our commitment to ensuring that the value and quality of the learning experience are consistent across both delivery modes.

DC: The tuition fees for the online sport business programmes are approximately \$100 lower than those for the on-campus programmes. While this difference is relatively modest, it reflects our commitment to maintaining parity in the quality of education and support services provided across both formats.

Online students receive access to the same comprehensive resources as their on-campus counterparts, including academic advising, career services, library access, and live instructional sessions. This ensures that all students, regardless of their mode of study, benefit from a consistent and high-quality educational experience.

The slight reduction in fees for the online programme is not indicative of a diminished offering, but rather a recognition of the different logistical considerations associated with remote learning. Our goal is to make sport business education accessible and equitable, while upholding the same academic standards and student support across all delivery formats.

SB: Is the course entirely online or does it include any campus-based elements?

BH: The coursework is 100% online, but our programme includes optional bootcamps that we host in collaboration with our partners, the Dallas Cowboys at their stadium in Arlington, or their headquarters in Frisco. These bootcamps run from Friday to Sunday, and include a variety of programme components, such as site visits, key note speakers, panels, a

career, and each bootcamp is build around a theme that comes with a Cowboys oriented case study that our students present to the Cowboys organization at the end of the bootcamp.

JMc: The course is delivered entirely online. However, we always welcome online students to visit campus at any time and to participate in any activities or events on campus when their schedule allows. Several online students have attended recent site visits and events, including trips to the Melbourne Cricket Ground, the Geelong Cats' home stadium, Golf Australia headquarters, and the SportNXT Conference.

DC: Although the sport business classes are delivered entirely online, we actively encourage and facilitate in-person engagement opportunities for our students. These optional events are designed to foster community, enhance professional development, and strengthen connections between students, alumni, and industry professionals. For example, we recently participated in a career fair held in Orlando, Florida, and extended invitations to online students residing in the area. This allowed them to network face-to-face with alumni and potential employers, enriching their educational experience beyond the virtual classroom.

These in-person meetups and networking events are an integral part of our commitment to providing a holistic and connected learning environment. By blending the flexibility of online education with the benefits of real-world interaction, we aim to support our students in building meaningful relationships and advancing their careers.

SB: What are the main advantages and disadvantages of the online programme compared with the campus-based master's?

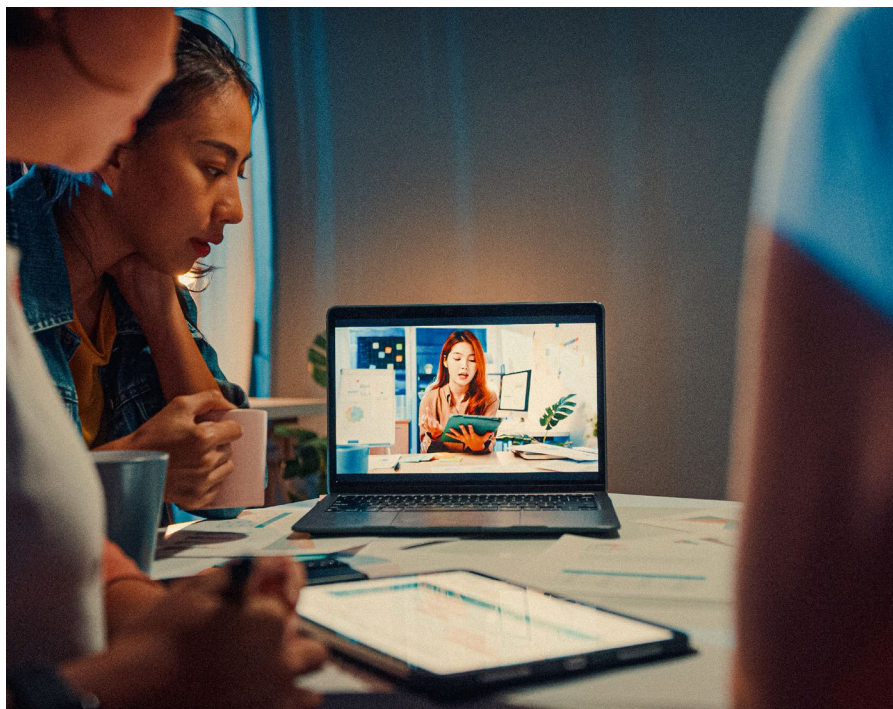
BH: The biggest advantage is of course the flexibility the programme offers. Aside from the obvious advantages of being

able to complete coursework from your own home, when you choose to (the programme is completely designed as asynchronous) the online programme allows students to complete the programme part-time and they can spread their coursework out over two years. Because of the asynchronous nature of the program, networking opportunities are rather limited, particularly in contrast to our in-person program, where we introduce students to industry contacts on a weekly basis. This is why the programme is limited to working executives.

JMc: The main advantages are flexibility, the ability to study from anywhere, and the removal of commuting requirements. This can be especially valuable for students balancing work and family commitments. The main drawback, as with any online learning format, is that some students may feel the absence of face-to-face interaction in a physical setting. While live Zoom sessions and online engagement go a long way towards bridging that gap, it is natural for some to prefer the energy of being in the same room. Ultimately, the choice often comes down to an individual's schedule, lifestyle, and personal preferences.

DC: One of the key advantages of our sport business programme is its flexible structure, which allows students to begin their studies on campus and, if necessary, transition seamlessly to the online format. This is particularly beneficial for students who secure employment opportunities in other states or regions during their academic journey. By offering both on-campus and online modalities, we ensure that students can continue progressing toward their master's degree without interruption, regardless of changes in their geographic location.

Moreover, the online format is designed to accommodate the demanding schedules often associated with careers in the sports industry. Many roles in this field require irregular hours, especially during peak seasons or major events. For example,



several of our students have worked with the Florida Panthers (NHL), and during the team's playoff run, they were required to work extended hours. Thanks to the flexibility of our online program—where students can attend live sessions or access recorded lectures at their convenience—their academic responsibilities remained manageable and unaffected.

This adaptability empowers students to pursue full-time employment while maintaining their academic progress, making our programme particularly well-suited for professionals seeking to advance their careers without sacrificing educational goals.

SB: What are the main differences between your online and campus programmes in terms of content, if any?

BH: There is no difference, other than the intensity of the group projects that are at the heart of all of the sport concentration courses. Where are in person students present live in front of industry clients, the online students turn in their projects online without the live presentation format.

The courses are taught by the same professors.

JMc: There is no difference in content. The same professors teach both modes, the same activities and assessments are set, and the academic workload is identical. The only difference is the delivery format: Zoom for online students, classrooms for those on campus.

DC: The curriculum for both the online and on-campus sport business programmes is identical, ensuring that all students receive the same rigorous academic content and learning outcomes, regardless of their chosen mode of delivery. This consistency reflects our commitment to academic excellence and equitable access to high-quality education.

While some faculty members teach both online and on-campus courses, this is not always the case. Our instructional team is composed of a dynamic blend of research-based faculty and seasoned industry practitioners. This combination allows students to benefit from both theoretical foundations and real-world insights, enriching

their understanding of the sport business landscape.

By integrating academic scholarship with practical experience, we provide students with a comprehensive and well-rounded education that prepares them for success in a competitive and evolving industry.

SB: Are there significant differences in the online and campus student cohorts in terms of age, stage in career, expectations, and desired career outcomes?

BH: Yes, there is a big difference, as the online programme is for working professionals, and the in-person programme is aimed at people who are still trying to find their way into the sport industry. Generally, the online programme attracts older students, and they hope the programme will help them get to the next level (84% of our students receive a promotion or new job offer after starting in the online degree), whereas the in-person students generally are younger and are still looking for their first opportunity.

JMc: Yes, there tend to be some differences. Our on-campus cohorts are popular with international students who come to Australia for both the academic and cultural experience. Domestic students studying on campus tend to be at an earlier stage in their career, often moving directly from undergraduate study.

Our online students, on the other hand, are predominantly domestic and based across Australia. Although not exclusively the case, they tend to be more experienced professionals already working in the sport industry, often in senior roles, and many have families. This diversity in professional background makes for rich and engaging discussions in our online classes. This year, for example, we had CEOs of sporting bodies, senior commercial managers, and government sports officials all contributing to the same session.

DC: Our online sport business programme tends to attract a slightly older demographic, often composed of professionals who are already established within the sports industry. These individuals typically seek to advance their careers through graduate education while continuing to work full-time. The flexibility of our online format makes this possible, allowing students to balance demanding professional responsibilities with academic progress.

A key feature of our programme is the extended career support available to all students, regardless of whether they are studying online or on campus. This includes access to career advising, networking opportunities, and connections with industry partners and alumni. However, students enrolled in the on-campus programme benefit from closer proximity to our direct partners located in South Florida, which can lead to more frequent in-person engagement and internship opportunities.

South Florida itself is a vibrant hub for the sport industry, offering a wide range of professional opportunities across major leagues, collegiate athletics, and sport-related enterprises. For many students, the chance to study and work in this dynamic region is a significant draw, enhancing both their educational experience and career prospects.

SB: Do online students have access to the same mentorship programmes, extra-curricular activities, site visits, work placements, internships, and career support?

BH: Since our online students are all full-time employed, there is less emphasis on these programmes. We do use the bootcamps as mentorship moments, and throughout the weekend we tend to schedule one on one meetings with each student to check in on where they are. We run a private linkedin group in which we (by now, not just the faculty, but also alumni of the program) post jobs and internships. Other than that, online students are invited

to all the extracurricular events we organize for all our students, which includes events organized by the newly launched UNT Sports Innovation Space (SIS). SIS brings international sport tech companies to the US, to help them enter the US sports industry, through offering shared work space, professional development, networking and staffing, and our intent behind it is to offer our online MBA students a new pipeline of job opportunities.

JMc: Absolutely. Online students have access to all the same opportunities as on-campus students. Guest speaker sessions are live-streamed, and our career support, mentoring, and placement assistance operate in exactly the same way.

DC: Our online students have full access to the same mentorship programmes, extracurricular activities, and career development opportunities as those enrolled in the on-campus sport business program. This includes participation in site visits, work placements, internships, and personalized career assistance. We are committed to ensuring that all students—regardless of their geographic location—receive comprehensive support throughout their academic journey.

To foster a sense of community and professional engagement, we regularly invite online students to attend in-person events whenever possible. These gatherings range from industry conferences and networking receptions to informal events such as football tailgate meetups. Such opportunities allow students to connect with peers, alumni, and industry professionals, enhancing their educational experience and expanding their professional networks.

Our goal is to create an inclusive and connected learning environment that bridges the gap between virtual and physical spaces, ensuring that every student benefits from the full spectrum of resources and experiences our programme has to offer.

A roof over our heads: Can stadium tech save outdoor sport from climate change?



Levi's Stadium had only been operating for a day before San Francisco 49ers fans noticed something was terribly wrong.

The \$1.2bn (€1.09bn) venue had been heralded as one of the most environmentally friendly and technologically advanced venues in the NFL when it opened in 2014, so the team probably wasn't expecting questions on why the stadium was so unsuitable after a single pre-season game.

One side of the stadium was left open to the elements to take advantage of warm, dry summers and mild winters in California. But when fans placed 60 emergency calls at the stadium and two people were taken to the emergency room after a game held in August, team president Al Guido saw fit to explain the absence of any protection from the sun.

After blaming 'some unseasonably warm days' for the fan discomfort, he

explained that the venue's proximity to the flight path of the nearby San Jose airport would make it difficult to add any shading to the exposed areas.

In October 2024, another one of those 'unseasonably warm' days struck a 49ers home game against the Arizona Cardinals. Fans on the uncovered side of the stadium were forced to watch the game from the concourses to escape 40-degree heat. Some fans collapsed from

In more northerly European cities, extreme rainfall is now the number one problem.

the heat in the upper decks, while others were treated for heatstroke in shaded areas.

Extreme weather conditions are an increasingly major threat to the future of outdoor sport. And while Flat Earthers might resist the idea of climate change, architects and engineers are more ready to see the story as an emblem of the changing stakes in venue design.

Chris Dite, UKIMEA sports architecture leader for London-based architecture, planning and engineering practice Arup, says he is having to factor a much wider array of climate variables into their plans these days.

“The first sketch on the piece of paper is thinking much more about environmental conditions than it did 25 years ago,” he says. “We used to think about how to make sure light gets to the pitch to keep the grass growing. Making sure the sun didn’t shine in the TV cameras was the next step up from that. Now we’re into: ‘How do we make sure that this thing that we’re investing in is good for the next 25-30-40 years?’ which is the natural lifetime of a sports building.”

As global sports rights-holders seek to host more events in the Middle East, the main problem for those charged with delivering

new sports venues in the region is dealing with the blistering heat.

In more northerly European climes, Dite says extreme rainfall is now the number one problem. In areas like Mexico and North America, which will play host to the 2026 Fifa World Cup, the challenge is heat combined with humidity.

The architect, who previously lived and worked in tropical Singapore to deliver the 55,000-capacity Singapore Sports Hub, says the latter combination is particularly tricky to design for.

“Singapore is on the equator; they know it’s humid, they know how to deal with it,” he says. “But where there used to be quite a thin band around the middle of the world, that band is expanding and there’s certain places in the world that just aren’t used to it.

“They’re used to dealing with dry heat in the Gulf, but now they’re getting wet heat, and wet heat is much more difficult for a building to deal with than dry heat.”

AIR CONDITIONING

To address the high temperatures at the 2022 Fifa men’s World Cup in Qatar, seven of the eight stadiums were equipped with air conditioning to keep fans cool during games.

But David Jarratt, sustainability design lead for Populous in the EMEA region, says the architecture and engineering communities are taking an increasingly dim view of this carbon-intensive practice, which wasn’t necessarily appreciated by fans in attendance.

“They integrated a lot of air conditioning into those stadiums and they actually found that by operating them, people were too cold. As the event moved on, they actually didn’t use them as much,” he says.

Jarratt says designers working in the Middle East often look to use a combination of solar shading from lightweight fabrics and ‘passive cooling’. This uses the contours of a building to draw airflow through seating areas in hotter conditions, rather than relying on the ‘active’ cooling deployed in Qatar. Such an approach also helps to reduce the operational cost of the buildings.

For more risk-averse clients, however, he proposes future-proofing projects so that fans and cooling could be added at a later stage – an approach he deployed in an earlier role designing public spaces like train stations.

“I’ve looked at natural ventilation strategies in stations where we’ve incorporated or made it that you can integrate fans later. But we’ve proved through the design process – using detailed modelling tools, CFD [computational fluid dynamics], thermal analysis, dynamic thermal analysis and modelling – that you don’t need it. Natural ventilation is the best form of getting moving air through a space.”

If designers have been guilty in the past of taking stadium designs that are appropriate for a particular climate and transplanting them elsewhere, Dite believes an appreciation of local architectural customs will become more prevalent as the planet heats up.

“I think as you start to reflect a little bit more on



building what's appropriate for a place, rather than building an international-style building, it puts much more onus on having more of an appreciation of how that culture has managed the environment historically," he says.

"What we're finding is, if we want to keep a stadium cool, it's actually the same as keeping a church cool, or it's the same as keeping a convention centre cool. And really a lot of that is to do with being appropriate,

tucking it into the ground, making sure you don't do big open spaces that have sun directly on them."

RAIN

While the 49ers' and Fifa's experiences are emblematic of the challenges of dealing with extreme heat, Manchester United has arguably become a symbol of the challenges of dealing with extreme rain.

A chronic lack of investment in the team's Old Trafford stadium has left it particularly vulnerable to the elements in

Britain's wettest city. During a game against Arsenal in May, torrential rain caused the roof to leak, soaking the fans below in the Stretford End and East Stand. The Old Trafford 'waterfall' has now become an easy way for rival fans to mock the club's wider image of dysfunction.

In September, the club announced plans to address the long-standing issues by entering a partnership with Trafford Council and the Greater Manchester Combined Authority to

explore options for a new or redeveloped stadium.

Jarratt says the new venue will have to respond to a different set of challenges to those operated in the Middle East, emphasising that the solar shading designed for a hotter climate would be inappropriate in rainy Manchester.

“Lightweight roofs don’t necessarily work in the UK, where you get flash storm events. But you might also, at the same time, have freezing cold temperatures that are freezing that water and creating much heavier loads on the roof.”

Jarratt continued: “You’re starting to think, we need to support much heavier loads and have much stronger systems, much bigger down pipes, and much bigger hydraulic systems to accommodate that.”

A lot of venue designers think it is better now to embrace wet conditions rather than trying to fight the rising tide. A case in point is Murrayfield stadium in Scotland, which is surrounded by a dam to protect it from the Water of Leith, the main river flowing through central Edinburgh. At times of excessive rain, gates in the dam open to manage waterflow around the venue and protect it from flooding.

Dite says: “You deal with water in a way that you’re trying to move it into lesser [areas] and especially car parks or surrounding open spaces, rather than coming across your field of play or where your spectators may be.”

He adds: “Some of the cricket stadiums in India that are close to rivers accept that there’s a cricket season, then there’s a wet season, and things are going to get inundated. Nothing’s built below two meters off the ground. You let it come through, you let it dry out, you play cricket in your cricket season.”

Cricket is unusually vulnerable to a changing climate because, unlike football or rugby, it is rarely played

in rainy conditions. Dite says the fact a large number of grounds are built in city centres alongside near rivers is also a problem for the sport.

There isn’t a ready-made architectural solution, however, as in most cases it would be too costly and impractical for all stadiums to be covered. To date, Marvel Stadium in Melbourne is the only cricket venue in the world with a roof and to have staged an indoor international match.

Jarratt says Populous quickly concluded that a roof would have been unfeasible for the 132,000-seater Narendra Modi Stadium in Ahmedabad, India, a project that the company delivered in 2020.

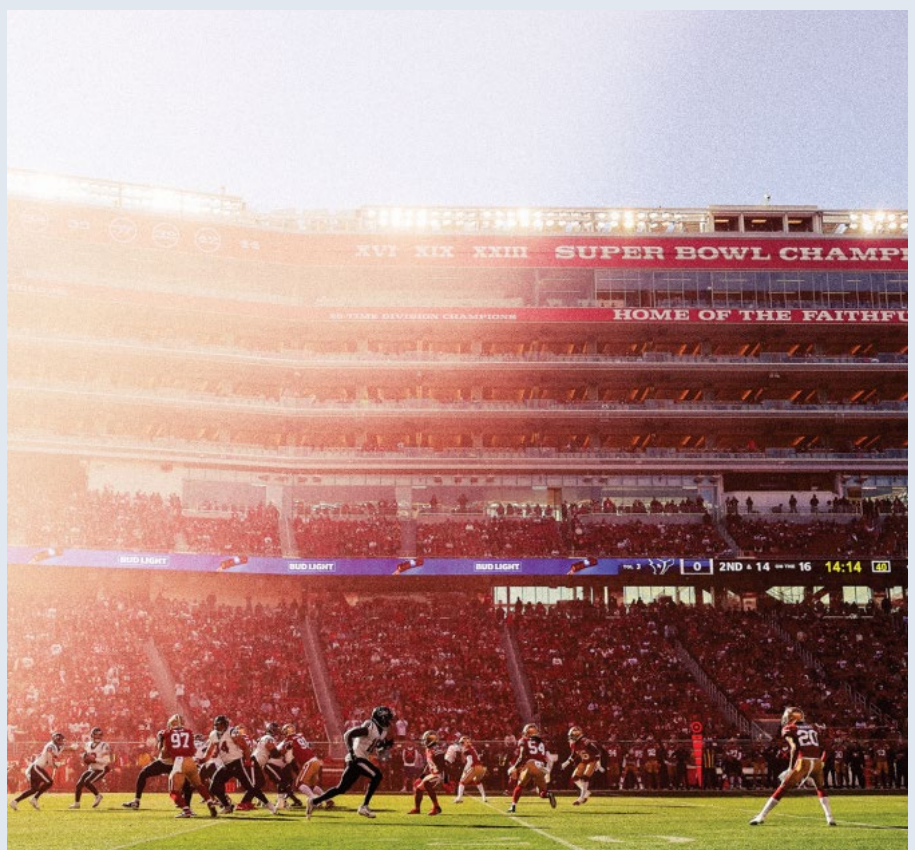
Instead, angled coverings over each stand provide partial relief for spectators. Still, on particularly hot days, fans pack themselves into the stadium’s shaded areas and away from seating exposed to the sun.

“I’ve got a picture of the Ahmedabad Stadium in front of me, and it’s a very big expanse,” Jarratt says. “Even if you did create some form of structure to go from one side to the other, it would be a significant weight. As soon as a breeze comes along, it would really pick it up and act like a sail.”

The solution at Modi Stadium has been more matches played during the evening and at night, shielding players and fans from extreme temperatures.

Back in San Francisco, however, the 49ers have no such option. The team will continue to play most of their regular season games at 1pm local time for almost another decade, in accordance with NFL broadcast windows through to the end of 2033.

Fans at Levi’s Stadium can do little but hope for fewer ‘unseasonably warm days’ over the next decade.





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