

Master of Business Administration, Concentration in Sport Management

Program Overview

Fully accredited by the Accreditation Council for Business Schools & Programs (ACBSP), the Caldwell University MBA program will help you achieve your personal and career goals at a highly competitive cost-per-credit. Strong emphasis is placed on personal growth and individualized attention to learning through small class size, practical skills and compassionate faculty who focus on practice beyond theory. The business of sport management leverages sales and data analytics, sponsorship development, and brand building via merchandising and licensing. Sport managers must have a relevant skill set to promote teams, and athletes.

What You'll Learn

The business of sport management leverages sales and data analytics, sponsorship development, and brand building via merchandising and licensing. Sport managers must have a relevant skill set to promote leagues, teams, and athletes.

Cost Per Credit Hour: \$761

Additional tuition reductions and flexible payment options may be available!



Master's



100% online



Instructor Led



12-18 months



39 Credit hours



Learn more about this
program or enroll.

Why Choose Caldwell

Since 1939, Caldwell University has prioritized the needs of our students to ensure they leave prepared and inspired to succeed. In a recent survey of Caldwell University graduate students and alumni, 96% of responders said they would recommend their program, and 90% of those who completed their graduate program rated it as excellent or good. Flexible study options and the personalized attention you deserve will more than elevate your earning potential – they will keep you well-rounded and relevant in today's business landscape.

Admission Requirements

- Bachelor's degree from an accredited college or university
 - Undergraduate GPA of at least 2.75 overall and 3.0 in business as a major
 - Two references for graduate study
 - Personal interview upon Graduate Coordinator's request
 - Personal statement: Submit a statement of objectives for entering the program
 - Resume highlighting business, leadership, and work experience
 - Students who enter the program with an undergraduate degree outside of business need to take BU 095 MBA Prerequisite Module
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