

BUSINESS ADMINISTRATION, MASTER OF (M.B.A.)/SPORT LEADERSHIP, MASTER OF (M.S.L.) [DUAL DEGREE]

Advanced study in business administration and sport leadership is available through a dual degree program sponsored by the School of Business.

The dual degree Master of Business Administration and Master of Sport Leadership program allows students to earn two degrees with a minimum of 69 graduate credits rather than the 81 graduate credits necessary if the two degrees were pursued separately. This efficiency lowers the overall cost of tuition while also reducing time to earning both degrees.

Prerequisite and/or foundation courses may effectively increase the number of credits needed to earn the degrees.

Program goals

The objectives of this dual degree program are:

- Content knowledge in business concepts and strategy, specifically contextualized in the sport industry: Students will be equipped with sound business acumen (e.g., financial management, fundamentals of accounting and operations management) and will be able to apply it to the unique sport product.
- Development of leadership skills: Students will be able to assess and respond to leadership challenges in the global sport context.
- Development of interpersonal and professional skills: Students will develop and hone skills critical to the business and sport industry, including communication and presentation skills, leadership and management, and situational awareness, among others.

Among the many benefits offered by participation in the dual degree program are the following:

- Two-years of experiential learning through a graduate assistantship in the Richmond sports community
- Time and cost-reduction through the 12 shared credits
- Networks developed through participation in both the M.B.A. and M.S.L. cohorts
- Career-development opportunities and job prospects increased by obtaining both degrees

The diplomas for this dual degree program may be awarded sequentially or simultaneously. Students are not required to begin both programs in the same semester, but must have at least one semester before graduation in which they are enrolled in both degrees for the dual credits to be applied to both degrees.

Student learning outcomes

See each degree program page for student learning outcomes.

Other information

Advising

A program manager from each program will serve as an adviser and administrative liaison for students. They will assist in developing a plan of study to meet the curriculum requirements of both programs.

Admission requirements

Students must officially apply and be admitted to each degree program separately before the pursuit of the dual degree program may begin. It is not required to begin both programs in the same semester. View the application requirements for each program for additional details.

Degree requirements

Students must complete a minimum of 69 total credits to earn the Master of Business Administration and Master of Sport Leadership.

A total of 12 credits may be counted toward both programs:

Course	Title	Hours
SPTL 603	Research and Analytics in Sport (core requirement for M.S.L.; satisfies M.B.A. core requirement SCMA 524)	3
SPTL 630	Sociology of Sport (core requirement for M.S.L.; satisfies M.B.A. elective)	3
SPTL 632	Sport Business (core requirement for M.S.L.; satisfies M.B.A. elective)	3
SPTL 635	Leadership Models in Sport (core requirement for M.S.L.; satisfies M.B.A. elective)	3

The diplomas for this dual degree program may be awarded sequentially or simultaneously.

Curriculum requirements for the dual degree

Course	Title	Hours
M.B.A. requirements		
• Required courses		
ACCT 507	Fundamentals of Accounting	3
ACCT 608	Managerial Accounting Concepts	3
ECON 610	Managerial Economics	3
FIRE 520	Financial Concepts of Management	3
FIRE 623	Financial Management	3
INFO 661	Information Systems for Managers	3
INFO 664	Information Systems for Business Intelligence	3
MGMT 641	Leading People and Organizations	3
MGMT 642	Business Policy and Strategy	3
MKTG 671	Marketing Management	3
SCMA 524	Statistical Fundamentals for Business Management (satisfied by M.S.L. core requirement SPTL 603)	3
SCMA 675	Operations Management	3
• Electives		
Satisfied by SPTL 630, SPTL 632 and SPTL 635		9
M.S.L. requirements		
• Required courses		

SPTL 603	Research and Analytics in Sport (satisfies M.B.A. core requirement SCMA 524)	3
SPTL 625	Team Dynamics in Sport	3
SPTL 630	Sociology of Sport (satisfies M.B.A. requirement)	3
SPTL 632	Sport Business (satisfies M.B.A. requirement)	3
SPTL 633	Marketing of Sport	3
SPTL 635	Leadership Models in Sport (satisfies M.B.A. requirement)	3
• Electives		18
Select 18 credits from the following:		
SPTL/HEMS 591	Topical Seminar	
SPTL 608	Sport and Entertainment Event Development I	
SPTL 610	Sport and Entertainment Event Development II	
SPTL 634	Foundations of Coaching	
SPTL 640	Sport Media and Communications	
SPTL 641	Sports Psychology	
SPTL 642	Sport Ethics	
SPTL 643	Sport Law	
SPTL 644	NCAA Coaching	
SPTL 645	Sales and Development	
SPTL 650	European Model of Sport	
SPTL 691	Topics in Sport Leadership	
SPTL 692	Independent Study	
SPTL 695	Externship	
Any 600-level SPTL course not otherwise required for the major		
Total Hours		69

The minimum number of graduate credit hours required for this dual degree is 69.

Sample plan of study

What follows is an example plan that meets the prescribed requirements. Students may work with their adviser to consider an individual enrollment plan that best meets their goals. Part-time enrollment and summer courses may be considered.

Year one

Fall semester		Hours
ACCT 507	Fundamentals of Accounting	3
FIRE 520	Financial Concepts of Management	3
SPTL 632	Sport Business (satisfies M.B.A. elective)	3
SPTL 635	Leadership Models in Sport (satisfies M.B.A. elective)	3
Term Hours:		12
Spring semester		
ECON 610	Managerial Economics	3
MGMT 641	Leading People and Organizations	3
SPTL 603	Research and Analytics in Sport (satisfies M.B.A. core requirement SCMA 524)	3

M.S.L. electives		6
Term Hours:		15
Summer semester		
SPTL 625	Team Dynamics in Sport	3
INFO 661	Information Systems for Managers	3
Term Hours:		6
Year two		
Fall semester		
ACCT 608	Managerial Accounting Concepts	3
FIRE 623	Financial Management	3
SPTL 608	Sport and Entertainment Event Development I	3
SPTL 630	Sociology of Sport (satisfies M.B.A. elective)	3
M.S.L. elective		3
Term Hours:		15
Spring semester		
INFO 664	Information Systems for Business Intelligence	3
SCMA 675	Operations Management	3
SPTL 610	Sport and Entertainment Event Development II	3
SPTL 633	Marketing of Sport	3
M.S.L. elective		3
Term Hours:		15
Summer semester		
MGMT 642	Business Policy and Strategy	3
MKTG 671	Marketing Management	3
Term Hours:		6
Total Hours:		69

The minimum number of graduate credit hours required for this dual degree is 69.

Contact

Austen Gouldman
gouldmana@vcu.edu
(804) 828-4622

Additional contact

Graduate Studies in Business
gsib@vcu.edu
(804) 828-4622

Program website: business.vcu.edu/academics/mba-options (<https://business.vcu.edu/academics/mba-options/>)