

SPORT AND ENTERTAINMENT MANAGEMENT, MASTER OF SCIENCE

The Master of Science in Sport and Entertainment Management (MSEM) is offered by Hamad Bin Khalifa University's College of Science and Engineering (CSE), working toward a joint degree with the University of South Carolina (USC). Identified as the first master's degree in sports and entertainment management in Qatar and one of a few in the MENA region, the program trains and prepares students for management and leadership roles in the sports and entertainment industries. In 2018, USC's MSEM program was ranked number 6 worldwide by Sport Business International.

For more information, click here (<https://www.hbku.edu.qa/en/cse/ms-sport-entertainment-management/>).

Requirements

Minimum hours required to complete program 36 CH

Code	Title	Hours
Core Courses		
HRSM 700	Quantitative Methods in Hospitality, Retail, and Sport Management	3
HRSM 788	Business Analytics in Hospitality, Retail and Sport Management	3
LAW 760	Sports Law	3
SPTE 640	Venue Management: Principles and Practices	3
SPTE 701	Management in the Sport and Entertainment Industry	3
SPTE 760	Principles of Sport and Entertainment Marketing	3
SPTE 790	Sport and Entertainment Finance	3
Subtotal		21
Elective Courses		
Select three of the following:		9
Optional: students may take electives from outside of Sport and Entertainment Management		
HRSM 650	Field Project in Hospitality, Retail and Sport Management	
SPTE 590	Special Topics in Sport and Entertainment	
SPTE 612	Sport Governance	
SPTE 670	Special Topics in Global Sport	
SPTE 736	Sport Event Entrepreneurship	
SPTE 777	Sport and Events Logistics	
SPTE 781	Seminar on the Olympic Games	
SPTE 798	Directed Study in Sport and Entertainment Management	
Subtotal		9
Thesis or Two Electives		
Select one of the following:		6
SPTE 799	Thesis Preparation	
Or		
Elective 4		
Elective 5		
Subtotal		6
Non-Course Requirements		
699	Thesis Defense	0

Subtotal	0
Total Hours	36

Study Plan

Course Track

Course	Title	Hours
First Year		
First Semester		
SPTE 640	Venue Management: Principles and Practices	3
SPTE 701	Management in the Sport and Entertainment Industry	3
Elective 1		3
Semester Hours		9
Second Semester		
HRSM 788	Business Analytics in Hospitality, Retail and Sport Management	3
SPTE 760	Principles of Sport and Entertainment Marketing	3
Elective 2		3
Semester Hours		9
Second Year		
First Semester		
LAW 760	Sports Law	3
HRSM 700	Quantitative Methods in Hospitality, Retail, and Sport Management	3
Elective 3		3
Semester Hours		9
Second Semester		
SPTE 790	Sport and Entertainment Finance	3
Elective 4		3
Elective 5		3
Semester Hours		9
Total Hours		36

Thesis

Course	Title	Hours
First Year		
First Semester		
SPTE 640	Venue Management: Principles and Practices	3
SPTE 701	Management in the Sport and Entertainment Industry	3
Elective 1		3
Semester Hours		9
Second Semester		
HRSM 788	Business Analytics in Hospitality, Retail and Sport Management	3
SPTE 760	Principles of Sport and Entertainment Marketing	3
Elective 2		3
Semester Hours		9
Second Year		
First Semester		
LAW 760	Sports Law	3
HRSM 700	Quantitative Methods in Hospitality, Retail, and Sport Management	3
SPTE 799	Thesis Preparation	3
Semester Hours		9
Second Semester		
SPTE 790	Sport and Entertainment Finance	3
SPTE 799	Thesis Preparation	3
Elective 3		3
Semester Hours		9
Total Hours		36