

# 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
<b>Core Courses</b>		
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
SPT 640	Venue Management: Principles and Practices	3
SPT 701	Management in the Sport and Entertainment Industry	3
SPT 760	Principles of Sport and Entertainment Marketing	3
SPT 790	Sport and Entertainment Finance	3
Subtotal		21
<b>Elective Courses</b>		
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	
SPT 590	Special Topics in Sport and Entertainment	
SPT 612	Sport Governance	
SPT 670	Special Topics in Global Sport	
SPT 736	Sport Event Entrepreneurship	
SPT 777	Sport and Events Logistics	
SPT 781	Seminar on the Olympic Games	
SPT 798	Directed Study in Sport and Entertainment Management	
Subtotal		9
<b>Thesis or Two Electives</b>		
Select one of the following:		6
SPT 799	Thesis Preparation	
Or		
Elective 4		
Elective 5		
Subtotal		6
<b>Non-Course Requirements</b>		
699	Thesis Defense	0

Subtotal	0
<b>Total Hours</b>	<b>36</b>

## Study Plan

### Course Track

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

## Thesis

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