




# Master of Science in Sport and Entertainment Management

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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.



The MSEM aims to support Qatar's objectives by qualifying professionals with a variety of skills and experiences covering the legal, financial, as well as the operational and management aspects of the sports and entertainment industries. Graduates of the program could pursue a variety of career paths in the private and public sports sectors including sponsorship, marketing, event management, facility management, TV broadcasting, and academia and research.

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## Program Focus

The MSEM provide students a comprehensive and holistic overview of the sports and entertainment industries, as well as a multi-disciplinary skill set which will enable them to address the complex challenges of the global sports and entertainment sector. Additionally, students will be able to develop and explain workable solutions to various industry problems.

Graduates of this program are equipped to:

- Apply learned concepts and theory to demonstrate an understanding of the nature of the sports and entertainment industries.
- Understand and have an appreciation for how research is used by and is beneficial for sports and

entertainment organizations and/or academics.

- Demonstrate an ability to develop and explain workable solutions to various industry problems related to sports and entertainment.

## Curriculum

**The MSEM is a 36-credit hour degree program, taught over two years in English, and designed to train students for management and leadership roles in the sports, entertainment, and venue management industries. Successful students will have skills at the intersection between management, finance, and law. The acquired skills will enable graduates to efficiently deal with several challenges within the sports and entertainment industries.**

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- It is possible for students to choose between a thesis and a non-thesis option.

- **Thesis Option**

Students electing the thesis option must complete 27 credit hours of required courses, complete at least nine credit hours of elective course work from which a maximum of nine credit hours may be taken outside of the program, and pass a comprehensive examination upon completion of the coursework and thesis.

- **Non-Thesis Option**

Students electing the non-thesis option must complete 21 credit hours of required courses, complete at least 15 credit hours of elective course work from which a maximum of nine credit hours may be taken outside of the program, and pass a comprehensive examination upon completion of all course work. Students selecting the non-thesis option may (but are not required to) enroll in a field project in Hospitality, Retail, or Sport Management for six elective credit hours.

- Required courses will cover topics such as: Venue Management: Principles and Practices, Management in the Sport and Entertainment Industry, Advanced Sport and the Law, Principles of Sport and Entertainment Marketing, Sport and Entertainment Finance, Statistical Methods, and Applied Research in Hospitality, Retail, and Sport Management.
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