

Master of Science in Sport and Entertainment Management

كلية العلوم والهندسة
College of Science & Engineering
جامعة حمد بن خليفة
HAMAD BIN KHALIFA UNIVERSITY



UNIVERSITY OF
South Carolina

Master of Science in Sport and Entertainment Management

The Master of Science in Sport and Entertainment Management (MSEM) is offered by the College of Science and Engineering (CSE) as a joint degree with the University of South Carolina (USC). Identified as the first master's degree in sport 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 sport and entertainment industries.

In 2025, HBKU's MSEM program was ranked 7th worldwide and 1st in the Middle East & Africa by Sport Business International. This program is also supported by the UNESCO Chair on Governance and Social Responsibility in Sport, which currently operates under a joint leadership arrangement between UCLan Cyprus and the College of Science and Engineering at HBKU.

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

Program focus

The MSEM provides students with a comprehensive and holistic overview of the sport and entertainment industries, as well as a multidisciplinary skill set that will enable them to address the complex challenges of the global sport 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 sport and entertainment industries.
- ▶ Understand and have an appreciation for how research is used by and is beneficial for sport and entertainment organizations and/or academics.
- ▶ Demonstrate an ability to develop and explain workable solutions to various industry problems related to sport 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 sport, entertainment, and venue management industries. Successful students will have skills at the intersection of management, finance, and law. The acquired skills will enable graduates to efficiently deal with several challenges within the sport and entertainment industries. Students can choose between thesis and non-thesis options.

Thesis Option

Students electing the thesis (six credit hours) option must complete 21 credit hours of required courses, and complete at least nine credit hours of elective coursework from which a maximum of nine credit hours may be taken outside of the program.

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 coursework from which a maximum of nine credit hours may be taken outside of the program, and pass a comprehensive examination upon completion of all coursework. Students selecting the nonthesis option may (but are not required to) enroll in a field project in Hospitality, Retail, or Sport Management for three 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.


Admission and application requirements

Applicants seeking admission to the Master of Science in Sport and Entertainment Management program at HBKU should have a strong academic record (minimum 3.0 GPA out of 4.0) from a recognized university. They should have a bachelor's degree, and must have also majored in one of the following disciplines: sport related degrees, management, finance, engineering, business and related fields. Applicants who have studied other fields may be considered.

Applicants are required to submit an IELTS score of 6.5 or TOEFL score of 79 to demonstrate their proficiency in English.

Further details about the language proficiency requirement and the process to seek exemption (where this is an option) are available from admissions.hbku.edu.qa.

While the GRE is not required for admission to the master's programs at the College of Science and Engineering, a strong GRE score will help strengthen the applicant's admission material. Prior research experience will be seen as favorable.



Further information about admission requirements is available: admissions.hbku.edu.qa

Application requirements

A completed online application form:
admissions.hbku.edu.qa

Academic transcripts

Official electronic copies of transcripts should be submitted as part of the online application. Final transcripts and graduation statements are required for all previous university studies. All transcripts submitted should include an explanation of the grading system. For those who have not completed their current studies, transcripts must include results from the last completed semester of coursework. Transcripts in languages other than English or Arabic must be accompanied by an official translation. Applicants who are admitted to the program based on copies of or incomplete transcripts will be required to provide original transcripts upon enrollment in order to register for courses.

Standardized test results

Official copies (where required) must be sent directly to HBKU. Please refer to the institutional codes below:

- ▶ GRE: 7551
- ▶ GMAT: H6S
- ▶ TOEFL: 4981
- ▶ IELTS: No code required. Students should ask the IELTS center where they tested to send the IELTS TRF to Hamad Bin Khalifa University.

Applicants should also submit copies of their test scores with the online application.

Letters of recommendation

Applicants should submit two letters of recommendation, one of which must be from an academic referee. Please visit admissions.hbku.edu.qa for further information about the submission process.

Personal statement of interest

Applicants should submit a personal statement (300-500 words) as part of the online application. The statement should explain why the candidate is applying to the program, and how their studies will contribute to the achievement of their personal objectives, including information about the applicant's research interests and achievements. Personal statements that are incomplete or below the minimum word count will not be accepted.

Resume/Curriculum vitae

Applicants should submit a copy of their current resume or curriculum vitae as part of the online application. This should include the following information:

- ▶ Academic qualifications
- ▶ Professional experience
- ▶ Publications
- ▶ Research projects
- ▶ Academic awards or honors
- ▶ Conference presentations

Identification document

All applicants should submit an electronic copy of their passport as part of the online application. Nationals and residents of Qatar should also submit their valid Qatari ID.

Student funding

The College of Science and Engineering provides opportunities for funding on a competitive basis. Further information will be provided to applicants who are admitted to the program.