

## **Dual Degree Program Proposal Master of Arts, Exercise & Sport Science (Sport Administration) & Master of Business Administration**

UNC Chapel Hill, Kenan-Flagler Business School (MBA Program) and UNC Chapel Hill, Department of Exercise and Sports Science (Sport Administration – SpAd - Program) agree to a new graduate dual-degree option effective for matriculating students beginning fall semester 2022. The dual degree program unites two top-ranked programs to facilitate a unique and highly complementary educational experience preparing students for careers in the sport business industry.

The Sport Administration (SpAd) program is ranked #11 in the world and is in the top ten in the US for general Sport Administration master's degree programs. Given its focus in intercollegiate athletics administration, it is considered the top program in the world within that niche. Currently, about 1/3 of sport administration programs are housed within business schools and it is becoming more common for these programs to advertise an MBA in sport administration. Given this, the SpAd program has lost a few top candidates over the last several years because of their desire to pursue **a Master in Business Administration.**

The Kenan-Flagler STEM-designated MBA programs are consistently ranked among the best MBAs in the world. Given the sport business industry is a growing and highly competitive, offering a partnership with the Sport Administration program will facilitate learning opportunities for students not currently available within the current structure. The curricular alignment between the two programs and the increasing demand for competency development in general business and intercollegiate athletics administration yield an opportunity to develop pathways to remove obstacles and costs for students seeking these closely related yet distinct educational programs.

### **Opportunities for Dual Degree Graduates**

The sport industry is becoming more and more competitive, and employers are seeking data-driven leaders who will make an impact and bring general business practices into the industry that has long been somewhat niche and insular in practice. Similarly, traditional business employers are seeking candidates from sport business and entertainment to bring innovative approaches to the industry. Candidates that bring an educational background merging both a traditional MBA and a degree in Sport Administration will gain perspectives and skills across both contexts enabling them to move into positions that would otherwise require extensive work experience. Examples of possible jobs for which graduates will be competitive include High School or University Director of Athletics, Chief Financial Officer, Director of Development, Director of Marketing, Director of Communications, Director of Corporate Sponsorships, Director of Operations, Marketing Consultant, DEI Consultant, Professional Athletics Front Office Employee, Director of Data Analytics, etc,

By combining the theoretical, policy, research, and experiential learning opportunities of UNC's Sport Administration program with the technical, applied, collaborative, and innovative strengths of UNC's MBA program, the dual degree will give students the perspectives, skills, and experiences to succeed in the highly visible rapidly changing, and incredibly competitive industry of sport and entertainment business.

## **Program Design**

The MBA/MA (EXSS) dual program will consist of a minimum of three (3) academic years of full-time study. Current requirements are that students must complete a minimum of 62.0 credit hours through UNC Kenan-Flagler Business School for the degree of Master of Business Administration (MBA) and a minimum of 32.0 credit hours through UNC Exercise and Sports Science for the degree of Master of Arts (MA EXSS) in Sport Administration.

MBA dual degree students are eligible to receive a maximum of 12.0 credit hours (just under 20%) of elective credits towards their MBA degree requirements from courses completed within the EXSS Program. EXSS dual degree students must complete all degree requirements for the Sport Administration program with no overlap from the MBA program, including the thesis and written exam substitute. The proposed dual degree will require a total of 82 credit hours (32 EXSS credits + 62 MBA credits – 12 EXSS credits counted toward the MBA elective credit total) for students to earn both degrees simultaneously.

Each respective program establishes core curriculum and degree requirements. Students are required to spend one entire academic year of full-time enrollment in each program, completing the core curriculum of each program in its entirety. The third year of study (and beyond) should involve a split of primary enrollment in each degree program as well. Students are encouraged to create thesis committees with faculty from Kenan-Flagler and Exercise and Sport Science to facilitate rich cross-disciplinary research partnerships. Specific degree progression plans are specified below.

## **Application**

Separate applications are required for each degree program and each degree program is responsible for setting its own admission standards and requirements. Applicants may apply to each dual degree program concurrently or during the first year of graduate study. The EXSS application deadline each year is the second Tuesday in January for admittance in fall of the same calendar year. MBA program deadlines are [viewable here](#).

Students seeking the MBA/MA (EXSS) dual degree must be successfully admitted to each program and will begin their course of study in the one program.

## **Tuition and Fees**

All MBA/MA (EXSS) dual degree students are **required to pay at least three semesters of full-time tuition and fees to each respective program regardless of their course enrollments which covers the six semesters of full time study**. During year two of Timeline A or year three of Timeline B (see below), MBA/MA (EXSS) dual degree students will be charged MBA tuition and fees, consistent with their MBA residency status in the fall. During the spring semester of this year, MBA/MA (EXSS) will be charged EXSS tuition and fees, consistent with their EXSS residency status. Students in year three of their joint course of study may enroll in graduate coursework in either program regardless of their full-time tuition status in a given semester.

Financial aid will be available to MBA/MA (EXSS) dual degree students and will be administered through the Office of Scholarships and Student Aid. Students will use the same financial aid application process, regardless of where tuition and fees will be paid. Please note that the MBA Program has a devoted financial aid assistant director to facilitate this process with students.

Two paths toward the recommended degree progression are below. Courses in EXSS which count toward the MBA are noted with an asterisk.

### Timeline A: SpAd - MBA

#### Year One: Sport Administration Core Courses

| Courses  | Credits | Semester Taught |
|--|---------|-----------------|
| EXSS 740: Administration of Sport                    | 3.0*    | Fall            |
| EXSS 748: Legal Issues in Collegiate Sport           | 3.0     | Fall            |
| EXSS 746: Facility and Event Management              | 3.0     | Fall            |
| EXSS 700: Sport Analytics                            | 3.0*    | Fall            |
| EXSS 705: Applied Statistics & Research Methods      | 1.0     | Fall            |
| EXSS 744: Collegiate Sport Marketing                 | 3.0*    | Spring          |
| EXSS 746: Economic and Financial Management of Sport | 3.0*    | Spring          |
| EXSS 749: NCAA Governance & Compliance               | 3.0     | Spring          |
| EXSS 705: Applied Statistics & Research Methods      | 2.0     | Spring          |

**Year One Total Credits: SpAd 24/32; MBA 12/62; Total 24/82**

\*Counted toward EXSS & MBA degree requirements

#### Year Two: MBA Core Courses

| Core Courses (all are required)  | Credit Hours | Module Taught             |
|--|--------------|---------------------------|
| MBA 707A: MBA Foundations & Skills   | 2.0          | Module 1-A                |
| MBA 801: Leading & Managing  | 1.5          | Module 1-A                |
| MBA 804W: Inclusive Leadership   | 1.0          | Module 1-A and Module 1-B |
| MBA 730: Financial Accounting  | 1.5          | Module 1                  |
| MBA 771: Financial Tools   | 1.5          | Module 1                  |
| MBA 741: Marketing: Core Concepts & Tools  | 1.5          | Module 1                  |
| MBA 714: Business Statistics and Analytics   | 1.5          | Module 1                  |
| MBA 773: Microeconomics  | 1.5          | Module 1                  |
| MBA 703: Operations  | 1.5          | Module 2                  |
| MBA 800: Business Strategy   | 1.5          | Module 2                  |
| MBA 736: Strategic Cost Analysis and Performance Management                          | 1.5          | Module 2                  |
| MBA 772: Finance   | 1.5          | Module 2 or 3             |
| MBA 715: Data Analytics and Decision-Making  | 1.5          | Module 3                  |
| MBA 787B, 799, 802A, or 831C: Ethics, Corporate and Individual Responsibility course | 1.5          | Module 3 or 4             |
| MBA 803/4: Management Communication: Presentation Skills                             | 1.5          | Module 3 or 4             |
| <b>Total Core Credit Hours</b>   | <b>22.5</b>  |                           |
| MBA Electives  | 15.5         | Modules 2, 3, or 4        |

**Year Two Credits: SpAd 0/32, MBA: 38/62**

**Year Two Cumulative Total Credits: SpAd 24/32; MBA 50/62; Total 62/82**

**Year Three: Sport Administration Internship, Thesis, & MBA Electives**

| Courses  | Credits | Semester Taught |
|--|---------|-----------------|
| EXSS 993: Master's Thesis                            | 3.0     | Fall            |
| EXSS 750: Sport Administration Second Year Seminar** | 1.0     | Fall            |
| EXSS 993: Master's Thesis                            | 3.0     | Spring          |
| EXSS 751: Sport Administration Second Year Seminar** | 1.0     | Spring          |
| MBA Elective Courses (3 Credits in Mods 1-4)         | 12.0    | Module 1,2,3,4  |
| Internship with UNC Athletics*                       | 0.0     | Fall & Spring   |

**Year Three Credits: SpAd 8/32, MBA: 12/62**

**Year Three Cumulative Total Credits: SpAd 32/32; MBA 62/62; Total 82/82**

\*Counts toward MBA Applied Work Experience Requirement

\*\*Fulfills the written exam substitute requirement for the MA degree

**Timeline B: MBA - SpAd**

**Year One: MBA Core Courses**

| Core Courses (all are required)  | Credit Hours | Module Taught             |
|--|--------------|---------------------------|
| MBA 707A: MBA Foundations & Skills   | 2.0          | Module 1-A                |
| MBA 801: Leading & Managing  | 1.5          | Module 1-A                |
| MBA 804W: Inclusive Leadership   | 1.0          | Module 1-A and Module 1-B |
| MBA 730: Financial Accounting  | 1.5          | Module 1                  |
| MBA 771: Financial Tools   | 1.5          | Module 1                  |
| MBA 741: Marketing: Core Concepts & Tools  | 1.5          | Module 1                  |
| MBA 714: Business Statistics and Analytics   | 1.5          | Module 1                  |
| MBA 773: Microeconomics  | 1.5          | Module 1                  |
| MBA 703: Operations  | 1.5          | Module 2                  |
| MBA 800: Business Strategy   | 1.5          | Module 2                  |
| MBA 736: Strategic Cost Analysis and Performance Management                          | 1.5          | Module 2                  |
| MBA 772: Finance   | 1.5          | Module 2 or 3             |
| MBA 715: Data Analytics and Decision-Making  | 1.5          | Module 3                  |
| MBA 787B, 799, 802A, or 831C: Ethics, Corporate and Individual Responsibility course | 1.5          | Module 3 or 4             |
| MBA 803/4: Management Communication: Presentation Skills                             | 1.5          | Module 3 or 4             |
| <b>Total Core Credit Hours</b>   | <b>22.5</b>  |                           |
| MBA Electives  | 15.5         | Modules 2, 3, or 4        |

**Year One Credits: SpAd 0/32, MBA: 38/62**

**Year One Cumulative Total Credits: SpAd 0/32; MBA 38/62; Total 38/82**

### Year Two: Sport Administration Core Courses

| Courses  | Credits | Semester Taught |
|--|---------|-----------------|
| EXSS 740: Administration of Sport                    | 3.0*    | Fall            |
| EXSS 748: Legal Issues in Collegiate Sport           | 3.0     | Fall            |
| EXSS 746: Facility and Event Management              | 3.0     | Fall            |
| EXSS 700: Sport Analytics                            | 3.0*    | Fall            |
| EXSS 705: Applied Statistics & Research Methods      | 1.0     | Fall            |
| EXSS 744: Collegiate Sport Marketing                 | 3.0*    | Spring          |
| EXSS 746: Economic and Financial Management of Sport | 3.0*    | Spring          |
| EXSS 749: NCAA Governance & Compliance               | 3.0     | Spring          |
| EXSS 705: Applied Statistics & Research Methods      | 2.0     | Spring          |

**Year Two Credits: SpAd 24/32; MBA 12/62;**

**Year Two Cumulative Total Credits: SpAd: 24/32; MBA 50/62; Total 62/82**

\*Counted toward EXSS & MBA degree requirements

### Year Three: Sport Administration Internship, Thesis, & MBA Electives

| Courses  | Credits | Semester Taught |
|--|---------|-----------------|
| EXSS 993: Master's Thesis                            | 3.0     | Fall            |
| EXSS 750: Sport Administration Second Year Seminar** | 1.0     | Fall            |
| EXSS 993: Master's Thesis                            | 3.0     | Spring          |
| EXSS 751: Sport Administration Second Year Seminar** | 1.0     | Spring          |
| MBA Elective Courses (3 Credits in Mods 1-4)**       | 12.0    | Module 1,2,3,4  |
| Internship with UNC Athletics*                       | 0.0     | Fall & Spring   |

**Year Three Credits: SpAd 8/32, MBA: 12/62**

**Year Three Cumulative Total Credits: SpAd 32/32; MBA 62/62; Total 82/82**

\*Counts toward MBA Applied Work Experience Requirement

\*\*Fulfills the written exam substitute requirement for the MA degree