

TEMPLE UNIVERSITY

Philadelphia, Pennsylvania USA

Dual Bachelor's Master's Degree Program (3.5 + 1.5)

ISMB/SM&O undergraduate degree

Temple Master of Science – Sport Business degree

Temple University



- Public Research University founded in 1884
- 28th Largest university in the U.S.
- 4th largest provider of professional education in the U.S.
- 421 academic degree programs include 143 bachelor's programs, 189 master's programs, 58 doctoral programs and 7 professional degree programs.
- Main Campus is 2.5 km from Center City Philadelphia, accessible by bus, subway and train.
- 160 km from New York City; 225 km from Washington D.C.

Temple University



- Named a Princeton Review Best College
- Number of students: over 39,000
- Number of books in Paley Library: over 3 million
- Number of computers in the Tech Center: 700
- Number of student organizations on-campus: 271
- Percentage of smart classrooms: 87%
- Size of Temple's Liacouras Center: 3200 sq. meters
- On campus restaurants, supermarket, shops and services

Who Are We?

- **The School of Tourism and Hospitality Management (STHM)**
 - One of the **largest** providers of management talent for the sport, recreation, tourism and hospitality industries in the country.
 - A **distinguished** institution of choice for some of the most promising individuals entering the sport, recreation, tourism and hospitality industries in the country.
 - An internationally **recognized** partner for industry.
 - A center for **innovative** research and development



MASTER OF SCIENCE
SPORT BUSINESS

School of Tourism and
Hospitality Management



MIKE
GOINGS
76ERS
STHM '05



Who Are We?

- STHM by the Numbers
 - **950 students** – undergraduate, graduate and doctoral students.
 - **24 full-time faculty members** comprised of the field's leading scholars.
 - **16 years** - An independent school within Temple University
 - **5 distinguished degree programs** in sport, recreation, tourism and hospitality
 - **2 preeminent centers** of research that offer students opportunities for hands-on learning



School of Tourism and
Hospitality Management

MASTER OF SCIENCE
SPORT BUSINESS

VALERIE WEXLER
ARAMARK –
SPORTS &
ENTERTAINMENT
DIV.
STHM '04



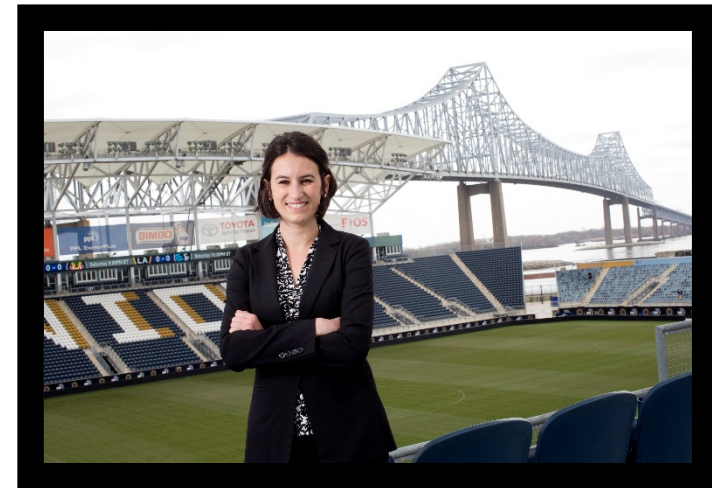
Your Opportunities

Unmatched Access to Industry

- **The Center for Student Professional Development (CSPD)**
 - Corporate Relations
 - Field Research Opportunities
 - Industry Events
 - Executives-in-Residence
 - On-Campus Recruiting

Preeminent Centers for Innovative Research

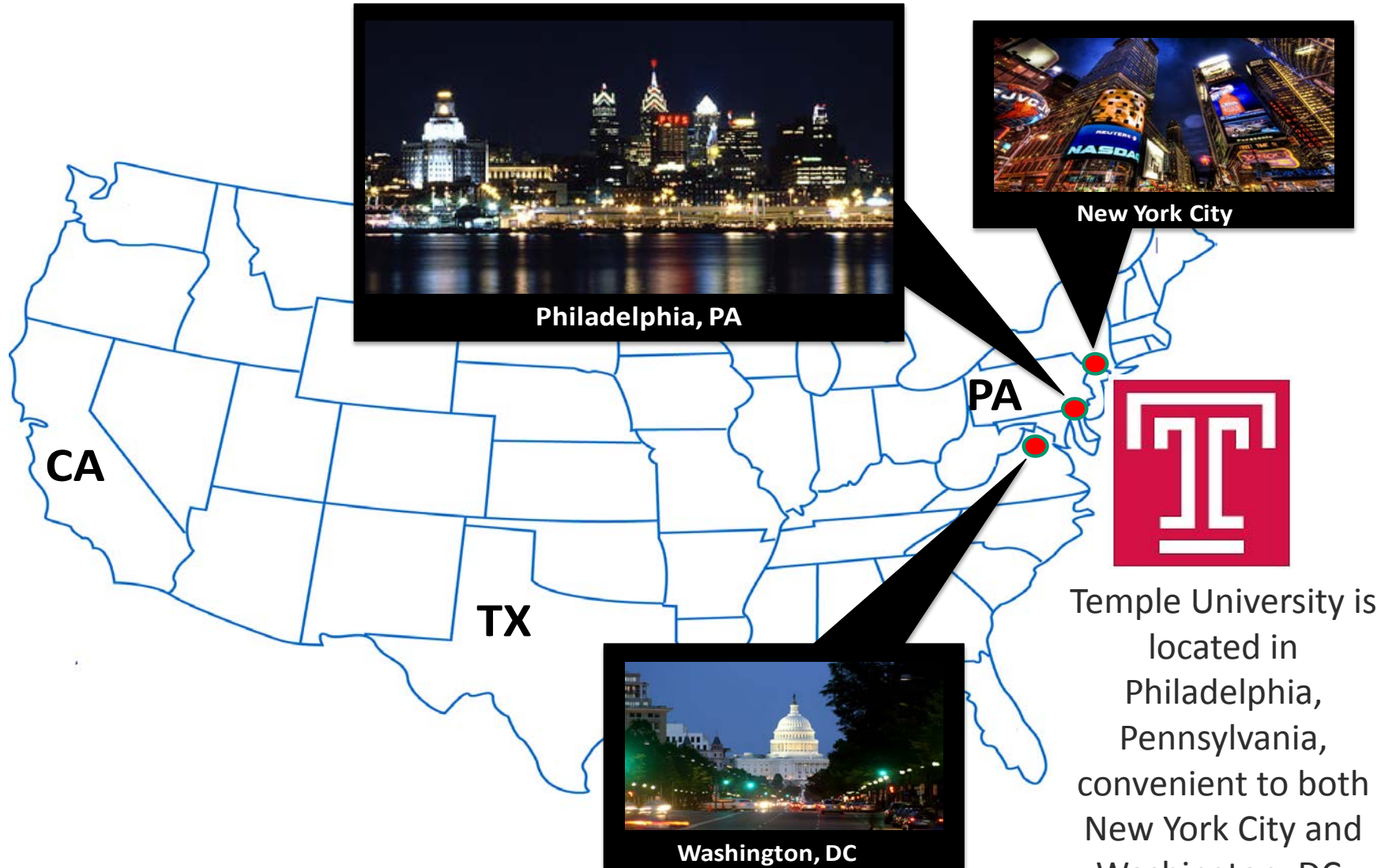
- **Sport Industry Research Center (SIRC)**
 - Institute for Sport and Social Responsibility (ISSR)
 - Sport and Tourism Event Research Network (STERN)



. . . In Philadelphia, Pennsylvania, USA

- 5th largest city in the United States
- Philadelphia was the United States' first capital and is the site where the Declaration of Independence and the U. S. Constitution were written.
- More than 60 colleges and universities
- Ethnic neighborhoods such as Little Vietnam, Chinatown, Italian Market and more
- Home to Philadelphia Phillies, 76ers, Eagles, Flyers, and Union

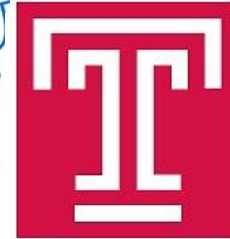




New York City

Philadelphia, PA

Washington, DC



Temple University is located in Philadelphia, Pennsylvania, convenient to both New York City and Washington, DC.

DBMD (3.5 + 1.5) Program at Temple



DBMD: Dual Bachelor's Master's Degree Program allows students to complete undergraduate study at their home institution (3.5 years) and advanced undergraduate and graduate coursework at Temple (1.5 years).

How does DBMD work?

Students spend three and a half years at their home institution and a year and a half at Temple. At the conclusion of the program, they have a bachelor's degree from the home university and a master's degree from Temple.

Home University's Undergraduate Degree



Temple University's Master's Degree

Is DBMD for you?



- Open to AUAS students entering their 3rd year in good academic standing
- To qualify:
 - TOEFL® Internet-based (iBT) 79 (Minimum)
 - IELTS™ Academic 6.5
 - AUAS GPA - main phase average of 6.5
 - GRE – >50th percentile score
 - GRE – students with AUAS main phase average of 8.0 are WAIVED from GRE requirement

Structure

- **Fall 4th year at Temple**
 - 3 Undergraduate Sport and Recreation Management classes
 - 2 MS- Sport Business classes
 - These 5 classes will count as the ISMB/SM&O minor
 - 12 credits will be credited to MS- Sport Business
- **Spring 4th year**
 - Complete ISMB/SM&O degree (at AUAS)
- **Fall / Spring 5th year at Temple**
 - 24 remaining credits of MS-Sport Business to complete degree



Classes

- **Fall 4th year at Temple, choose 3 classes from the following:**

STHM 3221 Athletics Administration
STHM 3222 Professional & International Sport
STHM 3225 Recreation & Leisure Service Management
STHM 3224 Media & Communications in Sport & Recreation
STHM 3226 Consumer Behavior in Sport & Recreation
STHM 3227 Advanced Marketing for Sport & Recreation
STHM 3228 Sales Management in Sport & Recreation
STHM 3412 Foundations of Event Leadership
STHM 3415 Meetings, Conferences, & Conventions
STHM 3425 Sustainable Event Management
STHM 3428 Event Marketing & Sponsorship

- **Complete the following 2 MS classes :**
STHM 5216 Strategic Management in Sport & Recreation
STHM 5217 Sport Facility Management

- **Fall 5th year at Temple, MS in Sport Business**

STAT 5001 Quantitative Methods for Business
STHM 5215 Sport Marketing
STHM Elective
STHM Elective

- **Spring 5th year at Temple, MS in Sport Business**

STHM 5211 Sport Finance and Economics
STHM 5285 Graduate Internship
STHM Elective
FOX MS/MBA Business Elective

Financial Details



- Graduate Assistantship available to select students in second year (up to 100% tuition remission and stipend)
- Tuition Scholarships available
- DBMD student trips and activities
- MS-Sport Business Tuition Cost
 - 2/3 of full price (24 credits @ Temple rate vs. 36 credits)
 - Tuition cost approx. \$26k (US)
 - Living expenses extra (Travel, Accommodation, Food, etc.)

A Promising Record.

STHM has a promising record of placing graduates in the industry.

- 90% placed within 90 days of graduation



DBMD Student



Younggeun Lee

Innovation Management and Entrepreneurship, Fox School of Business

“I strongly recommend the program. It saved me money and time; I learned from prominent professors and studied with the best students. “

- Undergraduate Degree: Business Administration, Hanyang University
- Graduate (DBMD): M.S. in Innovation Management and Entrepreneurship program at the Fox School of Business, Temple University

Questions??



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See you in Philadelphia!!

