The specific functions UCLA Anderson MBA students enter in the Sports industry include:

- Strategy
- Operations
- Business Development
- Marketing
- Finance
- Data Analytics

**ACADEMICS**

Students interested in Sports Management can choose a wide range of functions to study, including marketing, finance, business development, and data analytics. The interdisciplinary courses you take will help support you in positions across a number of different organizations, including leagues, teams, e-sports agencies, sporting goods/apparel companies, tech companies, and media organizations.

**Specializations: Entertainment, Executive Development**

**SAMPLE ELECTIVES**

- Sports Management
- Sports Marketing Management
- Examining Video Game Industry: State of Play
- Making Creativity Profitable in Entertainment & Technology
- Content Creation & Exploitation in the Digital Age
- Managing Disruptive Technologies & Business Models
- Technological Innovations in Media & Entertainment
- Innovations in Sports Marketing
- Entertainment Finance
- Entertainment Business Models
- Intellectual Property: Law & Strategy
- Entertainment Strategy
- Product Management
- Entertainment Marketing

**CAREER**

The following are some of the hiring organizations for UCLA Anderson MBA students in Sports (both full-time employment and summer internships):

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**CAPSTONE: APPLIED MANAGEMENT RESEARCH (AMR) – SAMPLE PROJECTS**

- Evaluated mobile strategy for a sports franchise, including exploration into what type of technology would be required and examination of the benefits from increased fan engagement via data capture and ability to analyze fan behavior
- Structured an optimized membership program for a golf operator by analyzing profitability impact and developing a marketing strategy to attract customers
- Investigated opportunities to enhance fan loyalty/rewards program for a top sports franchise

**RESOURCES**

- Sports Business Association
- Day-on-the-Job Treks and Speaker Series
- Dinner for Eights (D48s) with Sports Industry Leaders
- Center for Media, Entertainment & Sports (MEMES)
- Game Day Sports Case Competition
- PULSE Sports, Entertainment, & Tech Conference
- Sports Career Night

*Information subject to change.*

bit.ly/uclamba-sports
The Sports Business Association (SBA) is dedicated to providing educational and professional opportunities for UCLA Anderson students interested in the sports industry. In addition, the SBA offers resources for members to create professional networks and contacts within this unique business industry by organizing speakers, dinners, professional and student panels, and job treks.

Michael Kirchner – President

Hometown: Kensington, Maryland
Pre-MBA: Engagement Manager – McKinsey & Company
Summer Internship: Engagement Manager – McKinsey & Company (sponsored)
Post-MBA Goals: Strategy Consulting, GTM Strategy within Sports
Anderson Highlight: 1st place @ Sports Analytics Conference Case Competition
Ask Me About: SBA, managing priorities, MBA trips
Contact Me: michael.kirchner.2023@anderson.ucla.edu

Sam Wilbur – Vice President of Admissions

Hometown: Dana Point, California
Pre-MBA: Associate – Spencer Stuart
Summer Internship: Business and Data Strategy – LAFC
Post-MBA Goals: Business Strategy/Front Office at a Pro Sports Franchise
Anderson Highlight: Whistler Ski Trip
Ask Me About: Academic internships, getting involved with admissions
Contact Me: samuel.wilbur.2023@anderson.ucla.edu

Audrey DeVaughn – Vice President of Marketing

Hometown: Minneapolis, Minnesota
Pre-MBA: Strategy Consultant – Accenture
Summer Internship: Global Marketing Intern – Nike
Post-MBA Goals: Marketing Strategy within sports (Nike, LA28, TikTok)
Anderson Highlight: Superbowl Live Experience at the LA Convention Center
Ask Me About: Sports marketing / the intersection between sports & TikTok
Contact Me: audrey.devaughn.2023@anderson.ucla.edu