

SPORTS @ ANDERSON

» 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):



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

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

» 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 club
- 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

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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.



Anna Wilde – *President*

Hometown: **San Antonio, TX**

Pre-MBA: **Proofreading Manager – Thomson Reuters**

Summer Internship: **TBD – Sports Marketing**

Post-MBA Goals: **Sports Marketing**

Anderson Highlight: **ropes course, SBA DOJ trips**

Ask Me About: **family housing/being a married student, being a person of faith in school**

Contact Me: **annabelle.wilde.2021@anderson.ucla.edu**



Chris Nguyen – *Vice President of Admissions*

Hometown: **Arcadia, CA**

Pre-MBA: **Healthcare Consultant – Kaufman Hall**

Summer Internship: **TBD – Commercial Real Estate Acquisitions or Development**

Post-MBA Goals: **Real Estate Acquisitions / Development – Ideally Related to Sports**

Anderson Highlight: **attending Sloan Sports Analytics Conference with SBA**

Ask Me About: **where to eat in LA, pivoting careers**

Contact Me: **chris.nguyen.2021@anderson.ucla.edu**



Holden Tamchin – *Executive Vice President*

Hometown: **Walnut Creek, CA**

Pre-MBA: **Mechanical Design Engineer – Aerospace industry and Artemis Racing**

Summer Internship: **LAFC – Business Strategy and Analytics**

Post-MBA Goals: **Business Strategy and Analytics for a team or league**

Anderson Highlight: **Summer quarter, SBA DOJ trips, Sloan Sports Analytics Conference**

Ask Me About: **SBA, major career switch, basketball club, LA concerts**

Contact Me: **holden.tamchin.2021@anderson.ucla.edu**