

FOR 2023

How the PGR score is calculated

STUDENT MEASURES

Quality of teaching: **10 points**

Support in finding a job in the industry: **7 points**

Quality of extra-curricular support: **5 points**

Opportunities to connect with the alumni network: **7 points**

Ability to network with industry executives: **7 points**

Value for money provided by the masters program: **7 points**

Value of the degree in furthering career: **5 points**

Usefulness of the skills and knowledge provided by the programme in current position: **5 points**

EMPLOYMENT

Employment status at six months: **12 points**

Current employment status: **13 points**

OTHERS

Course Leader choice: **5 points**

Current salary: **5 points**

Percentage of applicants to places: **3 points**

Percentage of female students: **3 points**

Percentage of female teaching staff: **1 point**

Percentage of international students: **3 points**

Percentage of international teaching staff: **1 point**

Work placement: **1 point**

ADVISORY PANEL

As ever, we would like to express our gratitude to our advisory board, who are critical to the Postgraduate Rankings and the credibility at the centre of the process.

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Welcome... to the 2023 SportBusiness Postgraduate course Rankings

The end of summer heralds new beginnings across sport and academia. As the NFL, NBA and NHL seasons spark into life, the fresh academic year brings new opportunities for students around the world. As ever, the SportBusiness Postgraduate Rankings are the only guide you need to the best sports business courses on offer in 2023-24.

It is a year that will obviously live long in the memory for the entirety of the world, and sports education was naturally affected as restrictions were imposed across the globe. Recent editions of the SportBusiness Postgraduate Rankings have extensively covered the measures course leaders took to mitigate the impact of the pandemic on students from an educational perspective. Therefore, in the interests of avoiding repetition, readers will not find in-depth discussion of this topic over the pages which follow.

There is some coverage of the experience of individual students of the unique circumstances in question within some of our Alumni Interviews, which again appear in the PGR as a window into the top three courses in both the US and in Europe.

Alongside this, a brief overview of each of these

courses is included. There is variance from last year's rankings to be found in one spot within the US top three and two of the top three positions in Europe.

Away from covering some of the top ranked courses, we have two feature articles by Adam Nelson, the former editor of the rankings. Adam returns to covering the sports management education space with an article built around advice for prospective students debating which programme(s) to apply for and another which takes a look at the question of why these rankings have traditionally been dominated by US-based courses across the twelve editions.

We also hear about some of the emerging trends in academic research from two esteemed names from the field, T.Bettina Cornwell and Michelle Harrolle.

As ever, the data tables that provide the framework for the rankings are also included below for readers perusal, allowing the opportunity for forensic data analysis of the specific measures that are most important to any individual who may be considering whether to take the path offered by one of the many courses which take part in the rankings.

METHODOLOGY: Our rankings are based on two surveys, completed by course leaders and alumni who graduated three years prior to publication – meaning the 2023 edition is based on responses from the classes of 2020. Each course is ultimately given a score out of 100 based on a weighted average of results from both the graduate and course leader.

Top Global PGR Rankings

2023 Rank	University	Program	Region	Class size 2019/20	2020 graduates	Class size 2022/23	Re-sponse rate	Course duration	Average age	Acceptance rate	Female:Male student ratio (%)	International students (%)	Work placement	Me shi
1	UNIVERSITY OF MASSACHUSETTS	University of Massachusetts Amherst, Mark H. McCormack Department of Sport Management MBA/MS Sport Management and MS Sport Management	North America	21	21	16	67%	12	25	25%	44:56	19%	YES	100
2	OHIO UNIVERSITY	Professional Master of Sports Administration	North America	29	29	29	76%	23	24	24%	45:55	17%	YES	100
3	UNIVERSITY OF NORTH CAROLINA	Masters in Sport Administration	North America	8	8	11	75%	22	23	12%	55:45	0%	YES	100
4	CIES (INTERNATIONAL CENTRE FOR SPORT STUDIES)	International Master (MA) in Management, Law and Humanities of Sport – The 'FIFA Master'	Europe	32	32	27	69%	10	29	6%	22:78	74%	YES	100
5	OHIO STATE UNIVERSITY	MS in Kinesiology (Sport Management)	North America	23	11	32	39%	12	22	31%	56:44	9%	YES	60
6	GEORGE WASHINGTON UNIVERSITY	Masters of Sport Management	North America	20	17	30	25%	18	25	43%	40:57	27%	YES	80
7	UNIVERSITY OF SAN FRANCISCO	Master of Science in Sport Management	North America	109	98	92	29%	23	25	27%	36:63	30%	YES	100
8	UNIVERSITY OF SOUTH CAROLINA	Master of Science in Sport and Entertainment Management	North America	29	29	38	52%	15	24	42%	47:53	24%	YES	80
9	VIRGINIA COMMONWEALTH UNIVERSITY	VCU Center for Sport Leadership	North America	32	31	38	94%	12	23	38%	42:76	18%	YES	80
10	FLORIDA ATLANTIC UNIVERSITY	MBA in Sport Management	North America	29	27	35	41%	23	24	13%	34:66	20%	YES	100
11	UNIVERSITY OF SOUTH FLORIDA	Vinik Sport & Entertainment Management Program	North America	28	28	30	71%	22	n/a	40%	50:53	20%	YES	100
12	GEORGIA STATE UNIVERSITY	Master of Science in Sport Administration	North America	25	30	24	76%	24	24	34%	50:50	17%	YES	40
13	UNIVERSITY OF VIGO	Master in Business Administration of Sport	Europe	20	19	20	45%	9	25	44%	40:60	30%	YES	40
14	UNIVERSITY OF LIVERPOOL	MSc Sports Business and Management	Europe	70	65	145	24%	12	24	22%	19:81	88%	YES	60
15	UNIVERSITY OF TENNESSEE	Sport Management	North America	22	2	22	77%	20	23	17%	36:64	23%	YES	100
16	UNIVERSITY OF PARMA & UNIVERSITY OF SAN MARINO	masterSport - Master in Management dello Sport System	Europe	25	25	25	44%	12	25	37%	24:76	4%	YES	40
17	TEMPLE UNIVERSITY	Master of Science in Sport Business	North America	46	4	43	67%	21	24	40%	28:72	12%	NO	100
18	SOUTHERN METHODIST UNIVERSITY	Master of Science in Sport Management (MSSM)	Europe	29	22	28	31%	12	24	27%	39:61	14%	YES	20
19	UNIVERSITY OF WINDSOR	Master of Sport Management & Leadership	North America	11	12	9	64%	20	24	23%	33:67	0%	YES	60
20	UNIVERSITY COLLEGE DUBLIN	MSc in Sport Management	Europe	24	24	26	38%	12	25	29%	38:62	31%	YES	20
21	UNIVERSITY OF OTTAWA	Master in Human Kinetics (MHK) - Concentration in Sport Management	North America	16	16	19	63%	12	23	25%	37:63	21%	YES	40
22	UNIVERSITY OF CENTRAL FLORIDA	DeVos MBA/Sport Business Management Program	North America	22	21	18	27%	18	24	46%	67:33	11%	YES	60
23	UCFB - GLOBAL INSTITUTE OF SPORT	MSc International Sport Management	Europe	9	9	9	56%	14	26	17%	11:89	33%	YES	60
24	LOUGHBOROUGH UNIVERSITY	MSc Sport Management	Europe	79	81	133	34%	12	23	20%	33:67	92%	YES	80
25	NEW YORK UNIVERSITY	Masters in Sports Business	North America	45	48	70	22%	12	25	27%	27:70	54%	YES	80
26	WASHINGTON STATE UNIVERSITY	Master of Arts in Sport Management	North America	15	12	11	40%	21	23	50%	45:55	27%	YES	80
27	WEST VIRGINIA UNIVERSITY	Master of Sciences in Sport Management	North America	133	67	75	13%	21	26	69%	48:52	11%	YES	100
28	UNIVERSITY OF NEW HAVEN	Sport Management	North America	20	12	20	10%	12	23	53%	45:55	20%	YES	60
29	BALL STATE UNIVERSITY	Master of Arts (MA)/Master of Science (MS) in Sport Administration	North America	15	9	15	67%	22	24	58%	33:67	7%	YES	20
30	JOHAN CRUYFF INSTITUTE	Master in Sport Management	Europe	28	28	66	50%	10	28	65%	20:80	39%	YES	80
31	UNIVERSITY OF LIVERPOOL - FOOTBALL INDUSTRIES MBA	MBA Football Industries	Europe	28	23	24	14%	12	34	20%	21:79	79%	YES	20
32	UNIVERSITY OF NORTH TEXAS	MBA Sport Entertainment Management	North America	16	15	14	44%	17	24	52%	50:50	14%	YES	100
33	CA' FOSCARI UNIVERSITY OF VENICE	Master in Sport Business Strategies	Europe	38	38	29	74%	6	25	39%	24:76	0%	YES	100
34	ESBS EUROPEAN SPORT BUSINESS SCHOOL	Master in International Sports Management	Europe	90	86	111	7%	9	27	49%	12:88	73%	YES	100
35	DEAKIN UNIVERSITY	Master of Business (Sport Management)	APAC	82	82	61	21%	24	27	73%	30:70	52%	YES	80
36	VRUJE UNIVERSITEIT BRUSSEL	Postgraduate Course in Sports Management	Europe	54	52	56	15%	8	23	85%	18:82	2%	YES	100

	Avg. salary (int\$)	Employment at 12 months	Current employment	Quality of faculty	Quality of curriculum	Job support	Extra-curricular initiatives	Alumni network	Industry network	Return on investment (ROI)	Diversity, Equity, and Inclusion	Professional mentorship/advocacy	Career advancement	Skills applicability	Skills frequency	Placement Alumni	Placement Professors	Covid	Preparation	Peer review	Total score
D	70.252	90,00	95,71	95,71	97,14	92,86	95,71	98,57	95,71	98,57	98,57	95,71	88,10	86,90	91,67	37,50	50,00	96,92	97,14	100,00	90,00
D	76.842	92,73	85,45	91,82	93,64	88,18	98,18	99,09	99,09	92,73	88,18	94,55	82,58	84,85	90,15	32,95	46,59	94,29	96,36	90,00	87,59
D	80.000	93,33	90,00	93,33	90,00	86,67	90,00	86,67	96,67	96,67	86,67	90,00	83,33	83,33	77,78	33,33	50,00	90,00	93,33	40,00	83,32
D	49.366	91,82	97,27	87,27	86,36	79,09	84,55	96,36	90,91	78,18	89,09	83,64	79,55	76,52	78,79	34,09	47,73	78,18	86,36	60,00	82,86
D	61.250	86,67	93,33	97,78	91,11	88,89	93,33	93,33	97,78	84,44	82,22	91,11	88,89	90,74	85,19	33,33	38,89	97,78	97,78	50,00	82,47
D	90.000	92,00	92,00	92,00	92,00	96,00	96,00	84,00	96,00	84,00	84,00	92,00	63,33	63,33	50,00	30,00	15,00	93,33	85,00	20,00	81,20
D	70.760	82,50	86,88	93,13	89,38	91,25	85,63	92,50	91,88	80,00	85,00	90,00	78,13	77,60	74,48	25,00	49,22	83,75	92,50	30,00	79,78
D	58.214	88,00	93,33	93,33	93,33	82,67	85,33	84,00	88,00	78,67	81,33	93,33	84,44	76,67	67,78	20,00	43,33	88,57	90,67	50,00	79,59
D	60.555	86,00	87,33	94,00	88,67	84,67	87,33	95,33	94,00	88,00	89,33	90,67	89,44	83,89	86,67	27,50	49,17	91,03	94,00	30,00	79,21
D	73.500	90,00	88,33	90,00	90,00	88,33	83,33	78,33	81,67	85,00	88,33	91,67	83,33	90,28	75,00	16,67	43,75	98,33	93,33	10,00	78,93
D	71.521	75,00	75,00	92,00	89,00	80,00	88,00	87,00	94,00	84,00	90,00	87,00	79,17	80,83	73,33	22,50	42,50	90,00	92,00	60,00	78,55
D	59.000	85,26	88,42	92,63	86,32	91,58	90,53	85,26	93,68	87,37	91,58	91,58	80,70	79,82	75,44	22,37	43,42	97,89	94,74	-	78,54
D	56.517	66,67	66,67	95,56	95,56	93,33	91,11	95,56	93,33	100,00	91,11	97,78	90,74	85,19	70,37	44,44	50,00	97,78	97,78	-	77,36
D	42.888	94,12	92,94	96,47	95,29	81,18	84,71	78,82	92,94	80,00	90,59	90,59	86,27	88,24	75,49	23,53	44,12	85,88	90,59	20,00	77,29
D	66.875	87,06	89,41	89,41	85,88	81,18	87,06	85,88	87,06	81,18	81,18	84,71	77,45	80,39	66,67	27,94	36,76	82,67	87,06	-	76,30
D	41.968	90,91	90,91	90,91	92,73	92,73	78,18	87,27	78,18	85,45	89,09	89,09	93,94	84,85	90,91	31,82	59,09	80,00	85,45	20,00	76,28
D	59.050	83,23	87,10	85,16	82,58	80,00	80,00	77,42	84,52	72,90	81,29	86,45	76,34	76,34	71,51	25,00	45,97	83,23	87,74	60,00	75,90
D	82.500	86,67	75,56	91,11	91,11	80,00	88,89	82,22	97,78	91,11	82,22	95,56	68,52	70,37	75,93	16,67	33,33	82,50	93,33	-	75,57
D	70.768	85,71	74,29	85,71	82,86	88,57	91,43	88,57	97,14	77,14	77,14	97,14	76,19	76,19	71,43	21,43	42,86	93,33	94,29	10,00	74,93
D	75.406	88,89	88,89	86,67	84,44	71,11	71,11	66,67	77,78	75,56	80,00	80,00	88,89	81,48	77,78	19,44	41,67	80,00	86,67	10,00	74,32
D	52.980	82,00	76,00	92,00	90,00	80,00	86,00	70,00	82,00	72,00	90,00	88,00	85,00	73,33	73,33	22,50	45,00	78,00	86,00	10,00	72,64
D	57.500	93,33	90,00	73,33	66,67	70,00	80,00	76,67	80,00	70,00	96,67	76,67	80,56	61,11	66,67	20,83	54,17	76,67	86,67	30,00	72,55
D	51.232	88,00	92,00	84,00	76,00	68,00	72,00	68,00	88,00	68,00	76,00	92,00	76,67	86,67	86,67	15,00	45,00	72,00	84,00	-	72,53
D	28.079	78,52	80,00	85,19	82,22	67,41	85,19	77,78	72,59	74,81	80,74	83,70	80,25	80,25	66,05	25,93	48,15	68,89	78,52	60,00	71,88
D	76.877	86,00	88,00	88,00	84,00	70,00	72,00	66,00	70,00	70,00	78,00	72,00	75,00	81,67	81,67	37,50	32,50	72,00	86,00	30,00	71,87
D	45.131	73,33	90,00	83,33	83,33	60,00	73,33	76,67	73,33	73,33	80,00	83,33	72,22	80,56	88,89	29,17	37,50	90,00	86,67	-	71,55
D	61.000	85,88	90,59	80,00	75,29	67,06	78,82	80,00	84,71	76,47	70,59	80,00	72,55	69,61	68,63	19,12	32,35	83,53	90,59	-	71,55
D	65.000	50,00	100,00	90,00	80,00	90,00	80,00	70,00	70,00	70,00	60,00	90,00	75,00	50,00	66,67	37,50	50,00	60,00	80,00	10,00	69,63
D	46.111	92,00	94,00	86,00	80,00	74,00	68,00	54,00	64,00	72,00	74,00	88,00	83,33	80,00	81,67	22,50	35,00	91,11	94,00	10,00	69,57
D	46.845	78,57	84,29	81,43	77,14	70,00	68,57	74,29	78,57	64,29	74,29	80,00	65,48	78,57	65,48	19,64	44,64	84,29	80,00	20,00	68,57
D	49.473	65,00	90,00	85,00	75,00	50,00	80,00	100,00	85,00	75,00	75,00	75,00	58,33	54,17	62,50	31,25	31,25	70,00	80,00	30,00	67,14
D	75.000	68,57	60,00	77,14	74,29	62,86	65,71	68,57	91,43	74,29	65,71	68,57	80,95	80,95	69,05	32,14	53,57	80,00	82,86	-	66,30
D	38.276	70,00	80,71	80,00	76,43	80,00	74,29	72,86	77,14	66,43	72,86	75,00	79,76	72,02	72,62	38,39	57,14	76,19	85,71	-	65,65
D	31.583	70,00	93,33	86,67	76,67	53,33	60,00	60,00	73,33	60,00	66,67	63,33	72,22	72,22	47,22	16,67	58,33	73,33	73,33	-	61,57
D	54.495	78,82	85,88	69,41	67,06	49,41	51,76	51,76	45,88	45,88	48,24	55,29	61,76	69,61	50,00	20,59	35,29	62,35	71,76	60,00	59,66
D	45.883	75,00	72,50	75,00	77,50	57,50	70,00	70,00	75,00	60,00	65,00	65,00	56,25	68,75	50,00	21,88	37,50	75,00	80,00	-	59,12



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