

# SPORTS MANAGEMENT, BBA

A Bachelor's of Business Administration in Sports Management degree provides students with an applied business degree for sports environments and industries. Students acquire a strong foundation in management, finance, accounting, marketing, communications, and legal aspects of business. Specific courses in Sports Management and Marketing provide students with an understanding of the role of sports in society, the role of management in sports, and opportunities to apply their knowledge in sports-related organizations. Sports Management is a significant growth industry and career opportunities abound in areas like professional sports, amateur sports, youth sports, recreation facilities, and athletic administration. The program level objectives for students completing the BBA in Sports Management are as follows:

1. Apply sports business concepts including management, marketing, finance, operations, and ethics in analyzing sports management issues and cases
2. Identify and research a specific academic/career area of sports to focus their futures
3. Analyze current issues in sports business, evaluate evidence and construct a written report, and deliver an oral presentation detailing the outcomes of the analysis
4. Develop a career plan to secure an appropriate position relevant to their study or be prepared for graduate study
5. Illustrate effective utilization of technology solutions relevant to employers

## Requirements

Code	Title	Credits
<b>Major-Related Courses</b>		
AC-161	Principles of Financial Accounting	3
AC-163	Principles of Managerial Accounting	3
MG-101	Introduction to Business	3
MG-135	Introduction to Sports Management	3
MG-201	Principles of Management	3
MG-229	Legal and Ethical Issues in Sports	3
MG-230	Principles of Project Management	3
MG-290	Business Administration Internship I	3
or MG-390	Business Management Internship I	
MG-320	Global Business	3
MG-332	Sports Operations and Facility Management	3
MG-333	Financial Management for Sports Organizations	3
MG-362	Business Management Systems	3
MG-435	Sports Management Capstone Seminar	3
MK-120	Principles of Sports Marketing	3
MK-206	Digital & Search Engine Marketing	3
MK-342	Consumer Behavior	3
Major Area Electives		15
Major-Related Courses Subtotal		63
<b>General Education and Related Courses</b>		
EC-201	Macroeconomics	3
EC-203	Microeconomics	3
IT-115	Electronic Spreadsheet Applications	3
IT-118	Integrated Business Applications	3

LA-122	Fundamentals of Communication	3
MA-115	Quantitative Reasoning	3
MA-120	Finite Mathematics & Linear Modeling	3
MA-235	Statistics for Business Decisions I	3
English Credits <sup>1</sup>		12
Liberal Arts Elective(s)		9
Open Electives		12
Other Requirements Sub-total		57
<b>Total Credits</b>		<b>120</b>

<sup>1</sup> May take LA-205 Professional Communication as one English Elective.

## Recommended Sequence

Course	Title	Credits
<b>Semester 1</b>		
MG-101	Introduction to Business	3
MG-135	Introduction to Sports Management	3
EN-111	College Writing and Critical Analysis	3
IT-118	Integrated Business Applications	3
LA-122	Fundamentals of Communication	3
<b>Credits</b>		<b>15</b>
<b>Semester 2</b>		
MG-201	Principles of Management	3
MK-120	Principles of Sports Marketing	3
AC-161	Principles of Financial Accounting	3
EN-121	Analytical Thinking, Writing & Research	3
MA-115	Quantitative Reasoning	3
<b>Credits</b>		<b>15</b>
<b>Semester 3</b>		
MG-229	Legal and Ethical Issues in Sports	3
MG/MK-ELE	Business Elective	3
AC-163	Principles of Managerial Accounting	3
EN-206	Professional Writing and Presentation	3
LA-ELE	Liberal Arts Elective	3
<b>Credits</b>		<b>15</b>
<b>Semester 4</b>		
MG/MK-ELE	Business Elective	3
EC-201	Macroeconomics	3
IT-115	Electronic Spreadsheet Applications	3
LA-ELE	Liberal Arts Elective	3
Open Elective		3
<b>Credits</b>		<b>15</b>
<b>Semester 5</b>		
MG-230	Principles of Project Management	3
MG-333	Financial Management for Sports Organizations	3
MG/MK-ELE	Business Elective	3
EC-203	Microeconomics	3
MA-120	Finite Mathematics & Linear Modeling	3
<b>Credits</b>		<b>15</b>
<b>Semester 6</b>		
MG-320	Global Business	3
MG-390	Business Management Internship I	3
or MG-290	or Business Administration Internship I	
MK-206	Digital & Search Engine Marketing	3
MA-235	Statistics for Business Decisions I	3
Open Elective		3
<b>Credits</b>		<b>15</b>
<b>Semester 7</b>		
MG-332	Sports Operations and Facility Management	3

MG-362	Business Management Systems	3
MG/MK-ELE	Business Elective	3
MK-342	Consumer Behavior	3
Open Elective		3
<b>Credits</b>		<b>15</b>
<b>Semester 8</b>		
MG-435	Sports Management Capstone Seminar	3
MG/MK-ELE	Business Elective	3
EN-ELE or LA-205	English Elective or Professional Communication	3
LA-ELE	Liberal Arts Elective	3
Open Elective		3
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>120</b>