

# SPORTS MANAGEMENT, BBA

The sports management major prepares leaders to work in the business side of sports, where you will use the same management, financial, operational and marketing skills as any other business industry. Sports management is an exciting, in-demand industry, one the U.S. Bureau of Labor Statistics predicts will see expansion through 2028. A business degree at its core, our sports management majors choose an area of concentration from one of the following disciplines: accounting, finance, human resource management, or marketing. Our program offers a balance between business theory and sports management, preparing you for a variety of career opportunities:

- management and executive positions with professional sport franchises or collegiate athletics
- sports facility and event management
- sports marketing, sales, promotion and advertising
- student-athlete affairs
- sports information, fundraising and development
- hospitality management
- nonprofit sports organizations

You will be equipped with knowledge and understanding of fundamental principles required for success in the profession, such as:

- practical knowledge and skill competencies for facility and event management
- an introduction to game and event administration
- successful sales and promotion behaviors for meeting organizational goals
- sport organization management
- effective leadership
- strategic planning and creative problem solving

What's more, the university's Franciscan values and mission are incorporated into our curriculum. You will be equipped to analyze moral and ethical issues related to sport, and to develop a personal philosophy regarding social responsibility and moral commitment in a sports management setting.

## Sports management majors learn by doing

All sports management majors will complete a three-credit, 150-hour internship, and two one-credit, 50-hour practicums, which are essentially mini-internships.

The internship is served with an organization that will provide the student with practical sports industry experience directly related to the business world of sports. Students will seek internships on their own, with guidance from the School of Business internship coordinator. The two practicums are served with the university's Department of Athletics, assisting with the planning, organization and conducting of activities in St. Bonaventure's highly respected Division I athletic programs. These are invaluable experiences that provide direct exposure to the business world of sports.

Code	Title	Credits
<b>Sport Management Courses Required for the Major</b>		<b>32</b>
BSM-329	INTRO TO SPORTS MANAGEMENT	
BSM-309	SPORTS MARKETING	
BSM-333	THE ECON & FIN OF SPORTS	

BSM-200	SPORTS MANAGEMENT PRACTICUM I	
BSM-201	SPORT FACILITY & EVENT MANAGEMENT	
BSM-300	SPORTS MANAGEMENT PRACTICUM II	
BSM-400	SPORTS MANAGEMENT MAJOR INTERNSHIP	
BSM-401	STRATEGIC MANAGEMENT IN SPORT ORGANIZATIONS	
Select one of the following electives:		
HIST-207	SPORTS & AMERICAN SOCIETY	
PHED-310	PHIL/PRINC INTERSCHOLASTIC ATH	
PHED-414	SOCIAL THEORY OF SPORT	
PHED-313	WOMEN IN SPORTS	
or WS-313	WOMEN IN SPORTS	
JMC-341	SPORTS TV PRODUCTION I	
MKT-310	EVENT & SPONSORSHIP MARKETING	
BLX-310	SPORTS AND THE LAW	
FIN-334	SPORTS ANALYTICS	
PSYC-414	SPORT & EXERCISE PSYCH	
BSM-301	SPORTS PROMOTION & SALES MANAGEMENT	
Concentration		
<b>School of Business Required Courses</b>		<b>30</b>
ACCT-201	INTRO TO FINANCIAL ACCT	
ACCT-202	INTRO TO MANAGERIAL ACCT	
BIS-310	BUSINESS INFORMATION SYSTEMS	
BLX-210	BUSINESS LAW I	
FIN-301	CORPORATION FINANCE	
MGT-301	MGMT & ORGANIZA.BEHAVIOR	
MGT-306	PRODUCTION OPERATION MGMT	
MGT-413	BUSINESS POLICY	
MKT-301	PRINCIPLES OF MARKETING	
QMX-212	STATISTICAL APPS FOR BUSINESS	
<b>Non-Business Requirements</b>		
General Education Requirements ( <a href="https://catalog.sbu.edu/undergraduate/degree-requirements/">https://catalog.sbu.edu/undergraduate/degree-requirements/</a> )		<b>37</b>
ECO-101	MICROECONOMIC PRINCIPLES	3
ECO-102	MACROECONOMIC PRINCIPLES	3
QMX-210	QUANTITATIVE APPLICATION FOR BUSINESS STUDENTS <sup>1</sup>	3
QMX-211	INTRODUCTION TO STATISTICS	3
BIS-220	BUSINESS TECHNOLOGY APPLICATIONS	3
SC-301	STRATEGIC WRITING & PROFESSIONAL COMM	3
<b>General Electives</b>		<b>3</b>
<b>Total Credits</b>		<b>120</b>

<sup>1</sup> May substitute MATH-151 for QMX-210.

## Sport Management Concentrations

Four concentrations are available to Sport Management majors. A Sport Management major wishing to declare one of these concentrations must complete the following 9 credits for their electives:

## Accounting

Code	Title	Credits
Select three of the following: 9		
ACCT-305	ACCT INFO SYSTEMS (350)	
ACCT-308	ADV MANAGERIAL ACCOUNTING	
ACCT-310	INTRO. TO TAXES	
ACCT-361	INTERM FIN REPORT I	
ACCT-362	INTERM FIN REPORT II	
ACCT-402	ADV. ACCOUNTING II	
<b>Total Credits</b>		<b>9</b>

## Finance

Code	Title	Credits
Select three of the following: 9		
FIN-334	SPORTS ANALYTICS	
FIN-312	ECONOMETRICS FOR FINANCE	
FIN-321	MONEY AND BANKING	
FIN-401	ADV CORPORATE FINANCE	
FIN-402	PROBLEMS IN FINANCE	
FIN-421	INVESTMENTS	
<b>Total Credits</b>		<b>9</b>

## Human Resource Management

Code	Title	Credits
MGT-401	PERSONNEL/HUMAN RESOURCE	3
MGT-402	ADVANCED HUMAN RESOURCE MANAGEMENT	3
Select one of the following: 3		
BSM-301	SPORTS PROMOTION & SALES MANAGEMENT	
MGT-416	SOCIAL ROLES IN ORGANIZATIONS	
MGT-419	ORGANIZATION DEVELOPMENT	
<b>Total Credits</b>		<b>9</b>

## Marketing

Code	Title	Credits
Select three of the following: 9		
BSM-301	SPORTS PROMOTION & SALES MANAGEMENT	
MKT-302	CONSUMER BEHAVIOR	
MKT-303	SALES MANAGEMENT & PERSONAL SELLING	
MKT-306	INTEGRATED MARKETING COMMUNICATION	
MKT-308	DIGITAL & SOCIAL MEDIA MARKETING	
MKT-310	EVENT & SPONSORSHIP MARKETING	
<b>Total Credits</b>		<b>9</b>

### First Year

Fall	Credits	Spring	Credits
THFS-101		3 BSM-329	3
QMX-210 <sup>1</sup>		3 ECO-101	3
ENG-101		3 ENG-102	3
ACCT-201		3 ACCT-202	3
BONA-101		3 BIS-220	3
		<b>15</b>	<b>15</b>

### Second Year

Fall	Credits	Spring	Credits
ECO-102		3 MGT-301	3
QMX-211		3 BLX-210	3

BSM-201	3 QMX-212	3
General Education Requirement	3 General Education Requirement	3
MKT-301	3 BSM-309	3
	BSM-200	1
		<b>15</b>
		<b>16</b>

### Third Year

Fall	Credits	Spring	Credits
SC-301		3 MGT-306	3
Sport Management Elective <sup>2</sup>		3 Concentration <sup>3</sup>	3
FIN-301		3 BIS-310	3
General Education Requirement		3 General Education Requirement	3
General Education Requirement		3 General Education Requirement	3
		BSM-300	1
		<b>15</b>	<b>16</b>

### Fourth Year

Fall	Credits	Spring	Credits
BSM-333		3 General Education Requirement	3
Concentration <sup>3</sup>		3 BSM-400	3
Concentration <sup>3</sup>		3 MGT-413	3
BSM-401		3 General Elective	3
General Education Requirement		4	
		<b>16</b>	<b>12</b>

### Total Credits 120

<sup>1</sup> May substitute MATH-151 for QMX-210.

<sup>2</sup> Sport Management electives may taken from HIST-207, PHED-310, PHED-414, PHED-313, WS-313, JMC-341, MKT-310, BLX-310, FIN-334, PSYC-414 and BSM-301.

<sup>3</sup> Four concentrations are available to select from Accounting, Finance, Human Resource Management and Marketing.