

# SPORTS MANAGEMENT (BSM)

## **BSM-200 SPORTS MANAGEMENT PRACTICUM I (1 Credit)**

Introduction to game and event administration. Required minimum 50 hours of on-site game administration, including assisting in the planning, organizing and conducting of St. Bonaventure intercollegiate athletic events during a given semester.

**Prerequisite(s):** Take MGT-329 BSM-201 and Sophomore Sports Management major

**Restrictions:** RG.BSM

## **BSM-201 SPORT FACILITY & EVENT MANAGEMENT (3 Credits)**

This course is designed to provide students with information and practical knowledge and skill competencies needed for facility and event management. A major emphasis will be on identifying management strategies, policy development, strategic planning and governance structures.

**Restrictions:** RG.BSM

## **BSM-300 SPORTS MANAGEMENT PRACTICUM II (1 Credit)**

Introduction to athletic administration. Required minimum 50 hours of on-site administration focusing on concentration area and conducted with St. Bonaventure intercollegiate athletic department.

**Prerequisite(s):** Take MGT-329, MKT-309 and Junior Sports Management major

**Restrictions:** RG.BSM

## **BSM-301 SPORTS PROMOTION & SALES MANAGEMENT (3 Credits)**

This course prepares students with the basic knowledge and skills necessary for a career in sales. Students explore and understand successful sales and promotion behaviors to meet the goals of an organization. Course topics include the selling principles and techniques, creating value, negotiation, closing the sale, as well as how to motivate, compensate and train sales people.

**Prerequisite(s):** Take MKT-309 and BSM-201

## **BSM-309 SPORTS MARKETING (3 Credits)**

This course exposes students to special considerations necessary when applying marketing theory and practice to the area of sports. Upon successful completion of the course, students are expected to develop a better understanding of sports as a marketable commodity and to appreciate the intricacies of sports marketing.

**Prerequisite(s):** Take MKT-301

**Restrictions:** RG.BSM

## **BSM-329 INTRO TO SPORTS MANAGEMENT (3 Credits)**

Study of topics currently defining the sports industry including quality and continuous improvement, teamwork, diversity, ethics and social responsibility, globalization, information technology and change.

**Restrictions:** RG.BSM

## **BSM-333 THE ECON & FIN OF SPORTS (3 Credits)**

This course is designed for two purposes: to use sports to deepen our understanding of economics and financial markets and to use economics and financial markets to deepen our understanding of sports. There is a vast array of topics that we will cover including attendance modeling, salary structure, salary caps, financing of stadiums, tournament structure, competitive balance, doping in sports, gambling markets, etc. Key economic principles covered include supply and demand, industrial organization, price theory, labor markets, salary determination and discrimination, tournament theory, Coase Theorem, and game theory. Financial principles covered include financing of sports teams in different leagues, public vs private financing of stadiums, efficient markets hypothesis, and behavioral finance. We will cover historical topics and address current events. Students will participate in class discussion, read economic papers on sports, and give short presentations on the articles they read.

**Prerequisite(s):** TAKE ECO-101

**Restrictions:** RG.BSM

## **BSM-400 SPORTS MANAGEMENT MAJOR INTERNSHIP (3 Credits)**

The internship takes place upon completion of all sport related coursework and exposes students to field experience with the business world of sports.

**Prerequisite(s):** Take BSM-200, BSM-300 and Senior Sport Management major

**Restrictions:** RG.BSM

## **BSM-401 STRATEGIC MANAGEMENT IN SPORT ORGANIZATIONS (3 Credits)**

Students in this course learn the principles of managing a sport organization and gain a broad overview of the sports business marketplace while examining the theoretical underpinnings of leadership through the sports industry and various sport organizations. Students will study skills related to strategic planning and creative problem solving, leader behaviors, characteristics and cognitive dimensions of leadership.

**Prerequisite(s):** Take BSM-200, BSM-300 and Senior Sport Management major

**Restrictions:** RG.BSM

## **BSM-498 INDEPENDENT STUDY & RESEARCH (1-3 Credits)**

A well-defined course of study in specific topics in sports management under the supervision of a faculty member. Designed to allow the student to probe areas of specific interest that lie beyond the coverage normally found in regular course offerings.

## **BSM-499 SPECIAL TOPICS IN SPORTS MANAGEMENT (1-3 Credits)**

A well-defined course of study in specific topics in sports management, which go beyond the regular course offerings.

## **BSM-499AA SP TP.ATHLETIC ADMINISTRATION (3 Credits)**

A well-defined course of study in specific topics in sports management, which go beyond the regular course offerings.

## **BSM-499B SP TOP.SPORT, SOCIETY & ETHICS (3 Credits)**

A well-defined course of study in specific topics in sports management, which go beyond the regular course offerings.