

# SPORT BUSINESS MAJOR



College of  
Management

## OVERVIEW AND CAREER PATHWAYS

The Sport Business major prepares students for careers in the sport entertainment world. This program, located in Boston, with the proximity to professional and semi-professional sports teams and corporate headquarters within the industry, is uniquely positioned to provide multiple robust learning and networking opportunities for our students.

Our alumni will find employment in professional, collegiate, or community sport organizations. They can be involved with all elements of the business from sport marketing, sponsorship, event coordination, sport finances, fan development, sport partnerships, predictive analytics related to athlete and team performance, creation of viable business models in the sport industry and more. Opportunities also exist in industries such as sports betting, fantasy leagues, and athletic gear and apparel brand development.

## SPORT BUSINESS MAJOR REQUIREMENTS

All Bachelor of Science degrees from the College of Management require at least 120 credits, which is typically completed by taking five 3-credit courses each semester. The requirements outside of this major are:

**General Education and Non-Major requirements:** some may overlap with each other or major requirements

- Verbal Reasoning & Expression: ENGL 101 & ENGL 102
- First Year Seminar (if entering with less than 30 cr)
- Intermediate Seminar<sup>1</sup>: MGT 330
- Non-Business Foundation<sup>1</sup>: ECON 101 & ECON 102
- Quantitative Reasoning course<sup>1</sup>: MSIS 111L
- Writing Proficiency Requirement<sup>1</sup>: BC 290
- Areas of Knowledge Distribution courses
- Diversity course
- International Management course
- 200-Level Non-Business course<sup>1</sup>

<sup>1</sup>These courses can overlap with other degree requirements

**General Electives:** 9 courses [27 credits]; may be used toward pre-requisite courses or fulfilled with transfer credit.

The requirements for this major, including the Business Core Requirements, are:

**Business Core:** 13 courses [39 credits]

- AF 210: Financial Accounting
- AF 211: Managerial Accounting
- AF 301: Introduction to Financial Management
- BC 290: Professional Written Communication & Critical Analysis
- MGT 303: Managing Organizations
- MGT 330: Business Environments & Public Policy
- MGT 331: Managerial Ethics and Social Issues
- MKT 301: Principles of Marketing
- MSIS 110: Introduction to Computers & Information Systems
- MSIS 111L: Managerial Statistics
- MSIS 212: Managerial Decision Making
- MSIS 301: Operations Management
- CAPSTONE: MGT 490: Strategic Management

**Sport Business Required Courses:** 4 courses [12 credits]

- AF 405: Sport Finance
- MGT 415: Sport Entrepreneurship
- MKT 425: Sport Marketing
- MKT 435: Sport Business Analytics

**Sport Business Electives:** 2 courses [6 credits]; one course must be from Group A and one course must be from Group B

Group A (College of Management course)

- AF 330: Business Law
- IT 472: Data Mining for Management Applications
- MGT 350: Organizational Events Management
- MKT 407: Web Page Marketing
- MKT 480: Internship in the Sports Industry
- SCSM 450: Service Operations Management

Group B (Non-College of Management course)

- SL 180: Career Exploration & Development in the Sport Industry
- SL 201: Sport in Society

As a declared Sport Business Major you will have an assigned College of Management Academic Advisor from Orientation to Graduation. They will help you stay on track as you navigate these requirements and identify areas where they may overlap, while also meeting your personal and academic goals.

**ADVISOR PRO TIP** You may be able to use your General Electives to possibly pursue a 2<sup>nd</sup> major or minor within the College of Management. If this is of interest to you – bring it up at your next advising meeting!

DECLARE NOW

