

SPORTS AND ENTERTAINMENT MANAGEMENT

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Management Area

Overview

The area of Management seeks to offer curriculum and instruction in the forms of work that all managers must perform—planning, organizing, staffing, motivating, and controlling. The Management program objective is to provide students with the knowledge necessary to become effective managers in the private and public sectors.

The mission of the Management program is to prepare a diverse student body with the ethical principles, managing organizations and corporate social responsibility skills to become managers, entrepreneurs, educators and leaders in a global environment. The vision of the Management program is to be a renowned center for high-achieving, critical thinking entrepreneurial-minded individuals who are prepared to create new businesses and innovative ideas and solutions in a global environment.

Sports and Entertainment Management Concentration

The Sports and Entertainment industry has emerged as one of the leading occupational areas of the 21st Century. Both categories cross social, economic, and cultural barriers. CAU's Sports and Entertainment Management concentration combines theory and experiential learning to prepare graduates to assume managerial positions and/or create their own business enterprises serving these industries. Students engage with leading practitioners to gain first-hand knowledge of what it means to work and succeed in these fields.

Student Learning Outcomes

Students pursuing the **Master of Business Administration** degree program will:

1. Identify and assess business alternatives and determine appropriate course of action based on business principles and best practices.
2. Utilize appropriate and effective oral, written and interpersonal communication skills in diverse business settings.
3. Identify major influences in consumer and organizational decision-making to maximize business opportunities.
4. Evaluate the interdependent roles and impact of internal and external business and environmental factors on today's global economy.
5. Make decisions that are consistent with the professional and ethical values of business practices.
6. Recommend effective approaches for motivating employees and managing relationships in a diverse workforce to achieve internal control objectives.
7. Demonstrate effective leadership skills and behaviors in professional environments.