

# SPORTS AND ENTERTAINMENT MANAGEMENT

The Sports and Entertainment Management Concentration combines theory and experiential learning to prepare graduates to assume managerial positions or create their own business enterprises serving these industries. Students engage with leading practitioners and talent to gain first-hand knowledge of what it means to work and succeed in the Sports and Entertainment fields.

The program focuses on aspects of initiating and evaluating venture proposals and financing in professional, collegiate, and Olympic sports business and entertainment management including industry law of contracts, labor, anti-trust, intellectual property, torts, Internet, and the U.S. Constitution. The courses also emphasize principles and applications of marketing sports, entertainment, and events to include branding, licensing, and naming rights; concessions and on-site merchandising; promotion; safety and security; and human relations.

Department reserves the right to not offer this concentration.

## Student Learning Outcomes

Graduates of the Business Administration with Sports and Entertainment Management Concentration and Entrepreneur Management will be able to:

1. Analyze the information content to assume positions or initiate a business in this field.
2. Identify and appropriately respond to ethical, legal and strategic concerns relating to this field.

## Degree Requirements

Code	Title	Hours
<b>Required Courses</b>		
CBUS 380	Entrepreneurial Thinking	3
CBUS 373	Sports & Entertainment Marketi	3
CBUS 374	Sports & Entertainment Law	3
CBUS 375		3
<b>Electives</b>		
CBUS 486	Sports & Entertainment Practic	3
CBUS 487	Contemp Issues Sprts Ent Mgmt	3
<b>Total Hours</b>		<b>18</b>

## Business Administration, B.A., All Concentrations

Course	Title	Hours
<b>First Year</b>		
<b>First Semester</b>		
CENG 105	College Composition I (Area D1)	3
CGED 100	First Year Seminar	1
CMAT 109	College Algebra for Bus & Econ (Area C1)	3
CBIO 101	Biological Science (or other course - Area C3)	3

CFLS 201 or CSTA 101	Intermediate Spanish (Area D3) or Fundamentals of Speech	3
Any Social Science course in Area B		3
<b>Hours</b>		<b>16</b>

### Second Semester

CENG 106	College Composition II (Area D2)	3
CGED 101	1st-Year Seminar	1
CMAT 110	Calculus for Bus & Econ (Area C2)	3
CBUS 250	Personal Finance (Area E1)	3
CPSY 211	General Psychology (or other course - Area B1)	3
CBUS 120	Intro to Business Administrati	3
<b>Hours</b>		<b>16</b>

### Second Year

#### First Semester

CPHI 105	Critical Thinking (Area A3)	3
CECO 251	Principles of Macroeconomics	3
CHIS 201	United States, Africa & World (Area A2)	3
CBUS 207	Principles of Accounting I	3
CHUM 228	or other course - Area A1	3
CBUS 295	Leadership & Prof Dev I	1
<b>Hours</b>		<b>16</b>

#### Second Semester

CBUS 335	Principles of Marketing	3
CECO 252	Principles of Microeconomics	3
CBUS 206	Management Info Systems	3
CBUS 208	Principles of Accounting II	3
CBUS 340	Principles of Management	3
<b>Hours</b>		<b>15</b>

### Third Year

#### First Semester

CBUS XXX	Business Elective	3
CBUS 313	Statistics I	3
CBUS 325	Business Communication	3
CBUS 341	Business Finance	3
CBUS 330	Legal, Social, Ethical Aspect I	3
<b>Hours</b>		<b>15</b>

#### Second Semester

CBUS XXX	Course in Concentration	3
CBUS XXX	Course in Concentration	3
CBUS XXX	Concentration Elective (See list of concentration elective courses)	3
CBUS 395	Leadership & Prof Dev II	1
2nd Concentration/Minor/Credential/Other		3
2nd Concentration/Minor/Credential/Other		3
<b>Hours</b>		<b>16</b>

### Fourth Year

#### First Semester

CBUS XXX	Course in Concentration	3
CBUS 460	Production/Operations Mgmt	3
CBUS 495	Leadership & Prof Dev III	1
CBUS XXX	Concentration Elective (See list of concentration elective courses)	3

2nd Concentration/Minor/Credential/Other	3
2nd Concentration/Minor/Credential/Other	3
<b>Hours</b>	<b>16</b>
<b>Second Semester</b>	
CBUS 485 Business Policy	3
CBUS XXX Course in Concentration	3
Free Elective	3
Free Elective	3
<b>Hours</b>	<b>12</b>
<b>Total Hours</b>	<b>122</b>

**Note: A minimum grade of "C" is required in all Business Core Courses, courses taken in the Concentration, CMAT 109 College Algebra for Bus & Econ, CMAT 110 Calculus for Bus & Econ, CENG 105 College Composition I, and CENG 106 College Composition II.**