

SPORTS MANAGEMENT

Degree Type

**Associate
Degree**

**Bachelor's
Degree**

Also Offered Fully Online

**Associate
Bachelor's**



From agents to event coordinators to concession managers, business people make sporting events possible. The business side of sports has seen significant job growth in recent years, a fact that is especially relevant to New York, which is home to five major U.S. sports leagues, 14 professional sports franchises, and countless collegiate programs and major annual sporting events.

A degree in Sports Management prepares students for managerial positions in the business side of sports. Students acquire a strong foundation in management, finance, accounting, marketing, communications, ethics, and legal aspects of business. Specific courses in Sports Management, Marketing, and Esports provide students with an understanding of the role of sports in society and the role of management in sports, as well as opportunities to apply their knowledge in sports-related organizations.

DID YOU KNOW?

- + Members of Monroe's Sports Business Club have the opportunity to represent Monroe at off-campus trips, including at the MLB Diversity Business Summit in Phoenix, AZ. Students gain valuable experience participating in job fairs, mock interviews, guest lectures, fundraising, and volunteering.
- + 100% of the students who attended the MLB Diversity Business Summit received at least one internship offer from a major league team.
- + Monroe's Business and Accounting students participate in workshops, seminars, and competitions run by the school and various clubs on campus.

** Our newest Business Programs in Sports Management will be submitted for ACBSP accreditation in the near future.*

POPULAR CAREER PATHS

Some of the popular career choices for graduates of Monroe's Bachelor's in Sports Management degree program include:

- + Sports Marketing and Promotion Manager
- + Sports Information Director
- + Sports Facility Manager
- + Sports Event Coordinator
- + Concession Manager
- + Athletic Director
- + Sports Agent

IF YOU'RE A GO-GETTER, WANT TO BUILD RELATIONSHIPS AND STRIVE FOR YOUR FUTURE, MONROE IS THE PLACE TO BE. THE PROFESSORS ARE PROFESSIONALS, THEY LIVE IT EVERY DAY.

Joseph Stephens

Associate in Business Administration

Bachelor's in Business Management

Account Executive, Group Sales, The New York Yankees



ASSOCIATE DEGREE

| 1ST YEAR | | | 2ND YEAR |
|---|---|-------------------------------------|-------------------------------|
| Semester 1 | Semester 2 | Semester 3 | Semester 4 |
| Introduction to Business | Principles of Management | Business Ethics of Sports | Macroeconomics |
| Introduction to Sports Management & Marketing | Legal Aspects of Sports | Major Area Elective | Major Area Elective |
| College Writing & Critical Analysis | Principles of Financial Accounting | Principles of Managerial Accounting | Major Area Elective |
| Integrated Business Applications | Analytical Thinking, Writing & Research | Professional Writing & Presentation | Liberal Arts or Math Elective |
| Fundamentals of Communication | Quantitative Reasoning | Liberal Arts or Math Elective | Open Elective |

BACHELOR'S DEGREE

| 1ST YEAR | | | 2ND YEAR | | | 3RD YEAR | |
|---|---|-------------------------------------|-------------------------------------|---|-------------------------------------|---|------------------------------------|
| Semester 1 | Semester 2 | Semester 3 | Semester 4 | Semester 5 | Semester 6 | Semester 7 | Semester 8 |
| Introduction to Business | Principles of Management | Business Ethics in Sports | Macroeconomics | Microeconomics | Global Business | Sports Operations & Facility Management | Sports Management Capstone Seminar |
| Introduction to Sports Management & Marketing | Legal Aspects of Sports | Major Area Elective | Major Area Elective | Principles of Project Management | Business Management Internship I | Business Management Systems | Major Area Elective |
| College Writing & Critical Analysis | Principles of Financial Accounting | Principles of Managerial Accounting | Electronic Spreadsheet Applications | Financial Management for Sports Organizations | Digital & Search Engine Marketing | Consumer Behavior | English Elective |
| Integrated Business Applications | Analytical Thinking, Writing & Research | Professional Writing & Presentation | Liberal Arts Elective | Major Area Elective | Statistics for Business Decisions I | Major Area Elective | Liberal Arts Elective |
| Fundamentals of Communication | Quantitative Reasoning | Liberal Arts Elective | Open Elective | Finite Mathematics & Linear Modeling | Open Elective | Open Elective | Open Elective |