

# Bachelor's in Sports Management

(BBA)

The Bachelor's degree of Business Administration (BBA) in Sports Management provides students with an applied business degree for sports environments and industries. This field is experiencing significant growth, with an abundance of career opportunities available in professional sports, amateur sports, consumer products, athletic and performance apparel/equipment companies, youth sports, government sponsored recreation facilities and athletic administration.

Students will acquire a strong foundation in management, finance, accounting, marketing, communications, ethics and legal aspects of business that will prepare them for professional/managerial and sports management positions upon graduation. Specific courses in sports management and marketing will 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?

- Monroe's School of Business & Accounting programs are accredited by the Accreditation Council for Business Schools and Programs (ACBSP).
- Members of Monroe's Sports Business Club have the opportunity to represent Monroe at off-campus trips, including at the MLB Diversity Business Summit. Students gain valuable experience crafting elevator pitches, writing resumes, attending job fairs, practicing mock interviews, touring business departments, hearing from guest speakers in the industry, fundraising and doing community service.
- 100% of the students who attended the 2016 MLB Diversity Business Summit in Phoenix, AZ, received at least one full-time or part-time internship offer from a major league team.
- Monroe business and accounting students have the opportunity to join additional major-related clubs and organizations, including the Monroe College Advertising Marketing Association (MCAMA), the Human Resources Club, the National Association of Black Accountants (NABA), the Association of Latino Professionals for America (ALPFA) and the Club for Entrepreneurial Opportunities.
- Monroe business and accounting students earn real-world experience by working at the Small Business Center, which helps local business owners and entrepreneurs improve their businesses.

## POPULAR CAREER PATHS

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

- Sports Marketing and Promotion Manager
- Public Relations Specialist
- Sports Information Director
- Sports Facility Manager
- Sports Event Coordinator
- Concession Manager
- Athletic Director
- Sports Agent



**CONTACT:** Office of Undergraduate Admissions | (800) 556-6676 | [www.monroecollege.edu](http://www.monroecollege.edu)

**MONROE COLLEGE**

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## Recommended MAP Sequence

The Monroe Advantage Plan is a unique three-semester plan that offers our students the opportunity to earn up to 45 credits in just one year. By following the sequence below, you can receive your Bachelor's degree in Sports Management in just three years and still enjoy time off in December, April and the entire month of August.



1ST YEAR			2ND YEAR			3RD YEAR	
Semester 1	Semester 2	Semester 3	Semester 4	Semester 5	Semester 6	Semester 7	Semester 8
Intro to Business MG 101	Principles of Management MG 201	Professional Writing and Presentation EN 206	Macroeconomics EC 201	Microeconomics EC 203	Global Business MG 320	Sports Management Internship MG 394	Sports Management Capstone MG 435
College Writing and Critical Analysis EN 111	Analytical Thinking, Writing, and Research EN 121	Major Area Elective MG/MK	Major Area Elective MG/MK	Project Management MG 230	Statistics for Business MA 145	Sports Operations and Facility MG 332	Liberal Arts Elective LA
Professional Communication LA 205	Quantitative Reasoning MA 115	Principles of Accounting II AC 162	Electronic Spreadsheet IT 115	Financial Management for Sports Organizations MG 333	Digital and Search Engine Marketing MK 206	Consumer Behavior MK 342	Major Area Elective MG/MK
Intro to Sports Management and Marketing MG 120	Principles of Accounting I AC 161	Liberal Arts Elective LA	Liberal Arts Elective LA	Finite Math MA 120	Internship MG 390/MG 290	Major Area Elective MG/MK	Advanced Business Writing EN 305
Integrated Business Application IT 118	Legal Aspects of Sports MG 226	Business Ethics of Sports Management MG 227	Open Elective	Major Area Elective MG/MK	Open Elective	Open Elective	Open Elective



For consumer information about these programs and their graduates, go to [www.monroecollege.edu/info](http://www.monroecollege.edu/info).

## Student Testimonials

“Monroe’s School of Business and Accounting was very accommodating in offering a flexible schedule. I was able to work during the day, take my classes at night and online, and finish my degree in less time than I thought possible.”

Working Professional

“I knew I wanted to study in New York because there are so many opportunities available. I also wanted to get my degree as soon as possible. Monroe offered the advantage of the MAP program and is only 30 minutes from NYC. It was a perfect fit.”

International Student

“When I first started at Monroe, I wasn’t sure about the MAP schedule because I wanted summers off. But I was able to graduate before my friends and I still had the entire month of August to spend with my friends and family.”

Recent High School Grad