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Program Overview

St. Bonaventure University's Master of Science in Sport Administration is designed for students who want a business degree that applies an in-depth understanding of the sport business industry.

Students acquire a strong business foundation in accounting, finance, management, marketing, analytics, and law, while having the opportunity to tailor electives to career goals.

The 30-credit Sport Administration graduate program is ideal for anyone looking to enter the sport management field. No business prerequisites are required as the program provides a solid foundation in the field.

Based on the applicant's undergraduate degree, the applicant will take three general business foundation courses or three advanced business foundation courses as part of the sport administration core.

Program Format

The specialized master's in Sport Administration is offered face-to-face with courses held on the SBU campus. Classes are held once a week in the late afternoon (typically 2:30 to 5:10 p.m.) or early evening (6 to 8:40 p.m.).

Students can take up to five courses per semester in a traditional semester-length format. Students may enroll as part time or full time.

12
months to
complete full time

30
Credit
Hours

AACSB
Accredited
Program

www.sbu.edu/sportadministration • gradsch@sbu.edu • (800) 462-5050

Curriculum (30 Credits)

Foundation Courses: Students with no business background

MBA 515F. Introduction to Business Analytics
MBA 516F. Accounting & Finance Foundations
MBA 517F. Economic Foundations

Foundation Courses: Students with a business background

SAM 602. Sport Analytics
SAM 603. Financial Aspects of Sport Administration
SAM 604. Sport Economics

Core Courses

SAM 601. The Business of Sport
SAM 653. Sports Marketing

Electives — Choose any 4*

MBA 611. Legal Environment of Business
MBA 613. Organizational Behavior
MBA 647. Organizational Leadership
MBA 650. Business Ethics
SAM 610. Sport Law
SAM 611. Leadership & Diversity in Sport Administration
SAM 612. NFL Business Management
SAM 613. Negligence & Safety in Sports
SAM 614. Athlete Development — Personal Finance
SAM 615. Sport Ethics
SAM 616. Sport Sales & Development
SAM 617. Athletic Administration
SAM 695. Special Topics in Sport Administration
SAM 695. Independent Study & Research in Sport Administration

*SAM 602, 603 and 604 may be used as electives for students without a business background

Capstone

SAM 650. Sport Administration Capstone

Courses and requirements are subject to change. For current course requirements, go to www.sbu.edu/graduate and click on the Graduate Catalog link.

Admission Criteria

To be considered for admission to the Master of Science in Sport Administration program, individuals must meet the minimum requirements:

- a bachelor's degree from an accredited college or university
- a minimum cumulative undergraduate grade-point average of 3.0
- official transcripts from institutions attended
- a résumé

Apply to the M.S. in Sport Administration program today at www.sbu.edu/apply.

St. Bonaventure's School of Business is accredited at the graduate and undergraduate levels by the Association to Advance Collegiate Schools of Business (AACSB International).

Interested in learning more about St. Bonaventure University?

Shaped by its values of compassion, wisdom and integrity and ranked No. 6 for value and No. 14 for innovation in the North by U.S. News & World Report, St. Bonaventure — located in beautiful Western New York — is a transformative community committed to academic excellence and civic engagement. [Scan the QR code to learn more.](#)

