



B.B.A. in Sports Management

The Business Side of Sports

The B.B.A. in sports management is a business degree at its core. Students acquire the same management, financial, operational and marketing skills required for success in any business industry.

Majors choose an area of concentration from one of these business disciplines:

- Accounting
- Finance
- Human resource management
- Marketing

The sports management major offers a balance between business theory and sports management, preparing you for a career in an industry that the U.S. Department of Labor Statistics predicts will see expansion through 2028.

You will pursue a course of study aimed at building a solid foundation in fundamental sports management principles, including:

- Facility and event management
- Game and event administration
- Sales and promotion practices for meeting organizational goals
- Sports organization management
- Effective leadership
- Strategic planning and creative problem solving

Learn by Doing: A Working Education

The sports management program places a heavy emphasis on putting your education to work. All sports management majors will complete a three-credit, 150-hour internship, and two one-credit, 50-hour practicums.

The internship is served with an organization that will provide the student with practical sports industry experience directly related to the business world of sports. Students will seek internships on their own, with guidance from the School of Business internship coordinator.

The two practicums, which are essentially mini-internships, are served with St. Bonaventure's Department of Athletics. You will assist with the planning, organization and conducting of activities in the university's highly respected Division I intercollegiate athletics programs. These are invaluable experiences that provide direct exposure to the business world of sports.

A Well-Rounded Education

Like all School of Business majors, sports management is rooted firmly in the Franciscan values that define St. Bonaventure University. We strive to provide experiences that build not only knowledge and skills, but character.

Sports management majors earn the Bachelor of Business Administration degree by completing 120 academic credits, half of which are devoted to required sports management and School of Business courses.

Nonbusiness courses include offerings from our General Education curriculum, which provides students with foundational knowledge in the arts and sciences, couched in an understanding of the intellectual and moral virtues of the Franciscan movement.

You will be equipped to analyze moral and ethical issues related to sport, and to develop a personal philosophy shaped by social responsibility and moral commitment in a sports management setting.