

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