

SPORT MANAGEMENT, BSBA

Program Description

The Sport Management program at La Salle University's School of Business is dedicated to developing future leaders in the sports industry through a commitment to excellence in education, innovation, and professional development. Our mission is to develop professionals who are adept in their field and embrace La Salle's ethical values and community-oriented spirit. We provide students with a deep understanding of the dynamic world of sports, underpinned by a strong foundation in business principles, and aim to foster critical thinking, strategic decision-making, and a global perspective.

Situated in Philadelphia, a city renowned for its passionate sports culture and wealth of opportunities in the sports sector, our program leverages this unique environment to offer students practical, real-world experiences. Surrounded by professional and collegiate sports activities, students are immersed in an environment that primes them for the evolving challenges and opportunities within the sports industry. Our goal is to ensure that our graduates leave not only as knowledgeable professionals but as industry leaders prepared to make a lasting impact in the field of sport management.

Degree Earned

B.S.B.A

Required for Graduation

- Courses
 - Major: 21
 - Total: 40
- Credits
 - Major: 64
 - Total: 120
- GPA
 - Major: 2.0
 - Cumulative: 2.0

Student Learning Outcomes

- **Application of Sport Management Principles:** Apply sport management principles to engage sport fans and consumers, with a clear distinction between the needs and behaviors of sport participants and spectators.
- **Leadership and Strategic Decision-Making:** Cultivate leadership skills and strategic decision-making abilities within the field of sport management
- **Industry Knowledge:** Demonstrate comprehensive understanding of the sport industry, including its key sectors, major trends, and global dynamics
- **Business Skills:** Apply business principles, including finance, marketing, and management, specifically to the context of sport organizations

Progress Chart

Level One - Core Courses

12 courses and 2 modules required.

Major Requirements

Major requirements include 4 Level Two ILO requirements, *fulfilled through the major*.

Students in this major must complete **40** courses in total in order to graduate. **21** courses will be from this major program.

Code	Title	Credits
Level One - Core Courses		
<i>Universal Required Courses</i>		
Students must complete the following 4 courses.		
ILO 8.1: Written Communication (https://catalog.lasalle.edu/undergraduate/ilo/)		
ENG 110	College Writing I: Persuasion	3
ILO 5.1: Information Literacy (https://catalog.lasalle.edu/undergraduate/ilo/)		
ENG 210	College Writing II: Research	3
ILO 1.1: Understanding Diverse Perspectives (https://catalog.lasalle.edu/undergraduate/ilo/)		
FYS 130	First-Year Academic Seminar ¹	3
ILO 2.1: Reflective Thinking and Valuing (https://catalog.lasalle.edu/undergraduate/ilo/)		
REL 100	Religion Matters	3
<i>Elective Core Courses</i>		
Students must complete 1 course in each of the following 4 ILOs.		
ILO 3.1 a: Scientific Reasoning (https://catalog.lasalle.edu/undergraduate/ilo/)		
Choose course within ILO (https://catalog.lasalle.edu/undergraduate/ilo/)		3
ILO 3.1 b: Quantitative Reasoning (https://catalog.lasalle.edu/undergraduate/ilo/)		
MTH 114	Applied Business Calculus	4
ILO 6.1: Technological Competency (https://catalog.lasalle.edu/undergraduate/ilo/)		
CSC 155	Introduction to Computer Applications for Business	3
ILO 8.1 a/12.1: Oral Communication/Collaborative Engagement (https://catalog.lasalle.edu/undergraduate/ilo/)		
BUS 150	Presentation and Collaboration Skills for Business	3
<i>Distinct Discipline Core Courses</i>		
Students must complete 1 course in each of the following 4 ILOs. Each course must be from a different discipline. (A "discipline" is represented by the 3- or 4-letter prefix attached to each course.)		
ILO 4.1: Critical Analysis and Reasoning (https://catalog.lasalle.edu/undergraduate/ilo/)		
ECN 150	Introductory Macroeconomics: The U.S. in the Global Economy I	3
ILO 9.1: Creative and Artistic Expression (https://catalog.lasalle.edu/undergraduate/ilo/)		
Choose course within ILO (https://catalog.lasalle.edu/undergraduate/ilo/)		3
ILO 10.1: Ethical Understanding and Reasoning (https://catalog.lasalle.edu/undergraduate/ilo/)		
Choose course within ILO (https://catalog.lasalle.edu/undergraduate/ilo/)		3

ILO 11.1: Cultural and Global Awareness and Sensitivity (https://catalog.lasalle.edu/undergraduate/ilo/)		
Choose course within ILO (https://catalog.lasalle.edu/undergraduate/ilo/)		3
<i>Universal Required Modules</i>		
Students must complete the following 2 non-credit modules. ²		
ILO 7.1a (https://catalog.lasalle.edu/undergraduate/ilo/)		
Health Literacy Module		
ILO 7.1b (https://catalog.lasalle.edu/undergraduate/ilo/)		
Financial Literacy Module		
Major Requirements		
<i>Level Two</i>		
Students must complete 1 course/learning experience in each of the 4 commitments.		
ILO 2.2: Broader Identity (Capstone Course/Experience) (https://catalog.lasalle.edu/undergraduate/ilo/)		
BUS 400	Business Strategy (ILO 2.2)	3
Select one ILO from 3.2a, 3.2b, 4.2, 5.2, 6.2, 7.2a, or 7.2b: Expanded Literacies (https://catalog.lasalle.edu/undergraduate/ilo/)		
BUS 304	Prescriptive Analytics (ILO 6.2)	3
ILO 8.2b: Effective Expression (Writing-Intensive Course) (https://catalog.lasalle.edu/undergraduate/ilo/)		
BUS 203	Organizational Behavior and Skill Development	3
Select one ILO from 10.2, 11.2, or 12.2: Active Responsibility (https://catalog.lasalle.edu/undergraduate/ilo/)		
BUS 303	Legal and Ethical Environment of Business (ILO 10.2)	3
<i>All Other Required Courses</i>		
Business Core ³		
BUS 100	Business Perspectives	4
BUS 101	Introduction to Financial Accounting	3
BUS 102	Accounting for Financial and Managerial Decision-Making	3
BUS 200	Business Professionalism and Career Preparation	3
BUS 202	Descriptive and Predictive Analytics	3
BUS 203	Organizational Behavior and Skill Development	3
BUS 204	Principles of Marketing with Applications	3
BUS 205	Business Systems for Analytics	3
BUS 206	Financial Markets and Institutions: Principles and Applications	3
BUS 208	Fundamentals of Financial Management	2-3
BUS 303	Legal and Ethical Environment of Business	3
BUS 304	Prescriptive Analytics	3
BUS 400	Business Strategy	3
ECN 201	Introductory Microeconomics: Business Firm and Market Analysis I	3
Select one of the following International Business Courses/Experiences:		3
ECN 331	International Economics	
ECN 333	Ecn of International Business	
ECN 335	International Trade and Trade Wars	
BUS 300	International Business	
MKT 305	International Marketing	
FIN 403	International Finance	

MGT 356	Managing in The Global Economy	
Discipline Specific		
MGT 340	Introduction to Sport Management	3
MGT 355	Leadership: Theories and Real-World Challenges	3
Select four additional sport management major approved courses, only one of which can be outside the School of Business (e.g., COM, PSY). ⁴		12
BSA 305	Sports Analytics	
COM 255	Communication and Sport	
COM 256	Sports Journalism	
COM 355	Communication and Coaching	
COM 388	Sports Broadcasting	
ENT 241	Personal Branding & NIL	
MGT 312	Managing Human Resources: A Skills-Based Approach	
MGT 341	Sports Law	
MGT 342	Sport Facility & Event Mgt.	
MGT 370	Special Topics	
MGT 377	Special Topics	
MGT 378	Special Topics	
MKT 301	Personal Selling	
MKT 313	Sports Marketing	
MKT 377	Special Topics	
PSY 377	Sports Psychology	
SPM 343	Esports & Digital Gaming Mgt.	
<i>Free Electives</i>		
In addition to the requirements listed above, students must take enough courses to the fulfill graduation credit requirements for their School and major.		
Total Credits		112-113

¹ NOTE. The following students use Level 2 Capstone Experience in Major instead of FYS 130 (<https://catalog.lasalle.edu/search/?P=FYS%20130>) First-Year Academic Seminar: Honors, BUSCA, Core-to-Core, Transfer, and Non-Traditional/Evening.

² The Modules are **not** required for Transfer Students, Core-to-Core Students, or BUSCA Students. BUSCA students are required to take modules if/when they pursue a bachelor's degree.

³ The Business Core, required of all majors in business, provides students with skills and knowledge across a wide array of business disciplines. Courses in the Business Core introduce students to all areas in which they can major and provide a foundation upon which upper-level major courses build.

⁴ Other than an internship or co-op.

Recommended Course Sequence

Model rosters should be followed for course sequencing.

Minors

- Sport Management, Minor (<https://catalog.lasalle.edu/undergraduate/business/management-leadership/sport-management-minor/>)

Course Descriptions

MKT 313 Sports Marketing

Sport Marketing presents an overview of the various techniques and strategies used in meeting the wants and needs of consumers in the sport industry as well as understanding how sport can be used to assist in the marketing of other companies and products. Areas to be addressed are the uniqueness of sport marketing in comparison with traditional marketing, and overview of the segments of the sport industry, the importance of market research and segmentation in identifying the right sport consumer, the use of data-based marketing in reaching the sport consumer, an overview of the marketing mix as individual units and the relationship between those units, and the development of sponsorship and endorsement packages. Prerequisite(s): BUS 204

SPM 343 Esports & Digital Gaming Mgt.

This course is an introduction to the nature, scope, and significance of the esports and video game industry. In this course we will examine vital components of the esports ecosystem including key video game publishers, titles (or games), teams, platforms, technology, and revenue sources. In addition, students will learn about a variety of topics relevant to the business of esports, including esports consumers, professional and collegiate esports, legal and ethical concerns, as well as careers and future directions in the industry. The goal of this course is to give students a better understanding of the overall esports ecosystem, its trends, drivers of change, key stakeholders, and monetization.

MGT 342 Sport Facility & Event Mgt.

This course provides an overview of facility and event management with a focus on sports and entertainment. Students will explore various facets of building, operating, and managing sports and entertainment facilities, as well as planning and conducting successful events. Among the topics examined are strategic planning, emergency management, ticketing, concessions, crowd management, and parking

MGT 340 Introduction to Sport Management

This course provides an overview of the exciting and dynamic sport industry and its social and economic impacts. In learning about various facets of sport management, such as human resource management, marketing, and facility and event management, students will be introduced to the wide array of career opportunities in the industry. Contemporary trends and ethical and legal issues in sport management will be explored.

MGT 355 Leadership: Theories and Real-World Challenges

This course presents the major theories of effective leadership. The course includes several self-assessments that help students reflect on their readiness for leadership roles. An important emphasis will be on ethical challenges that leaders face. We will also discuss the use of power, how to manage conflict and poor employee performance, and the issues leaders face when managing across cultures. You will learn how to apply these skills in a variety of situations by developing viable solutions to problems facing organizations. We will also examine the ways we can use leadership for the betterment of others. Prerequisite(s): BUS 203

MGT 312 Managing Human Resources: A Skills-Based Approach

This course helps students develop the skills that practicing managers need to address the human resource issues they confront in their day-to-day work. Students will learn to identify potential Equal Employment Opportunity (EEO) problems and respond appropriately to them, create job descriptions and specifications, conduct employment interviews, evaluate the usefulness of other selection procedures (i.e., job knowledge tests, personality inventories), design and conduct on-the-job training, appraise employee performance and conduct a performance review discussion, and conduct themselves appropriately during union-organizing drives. Prerequisite(s): BUS 203

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BSA 305 Sports Analytics

This course introduces students to the application of data science and analytics in sports. Students are familiarized with the descriptive, predictive, and prescriptive analytical tools and techniques for on-field performance and off-field business decisions. Topics include but are not limited to player performance evaluation, training, selection, and acquisition; team formation, evaluation, and management; and in-game strategy. Students form interdisciplinary teams and work sports data on a group project in a sport of their choice. Prerequisite(s): BUS 202 or equivalent

MGT 341 Sports Law

Sports occupy a central place in modern society. They constitute a significant sector in the economy and an important form of cultural expression. This course examines the legal issues that arise in both amateur and professional sports. Topics include agency, contracts, torts, antitrust, Title IX, discrimination, drugs, and intellectual property. Class participation will be a significant portion of a student's grade in this interactive and discussion-oriented course. (cross-listed as LAW 341)

SPM 310 Sport Finance

This course examines the distinct financial principles and practices within the sports industry, in contrast to traditional for-profit organizations. It provides an exploration of foundational finance concepts such as the time value of money, financial forecasting, and budgeting. The course delves into real-world applications with an emphasis on athlete salaries, stadium financing, event budgeting, and ticket pricing, as well as case studies from major events such as the Olympics, World Cup, and Super Bowl. A significant focus of the course will be the practical application of these concepts using MS Excel, enabling students to perform financial analyses relevant to sports management scenarios. This practical and example-driven approach aims to equip students with the skills to understand and navigate the financial complexities of the sports industry, with a focus on the interplay of public and private funding sources. Prerequisites: BUS 208

COM 255 Communication and Sport

This course is designed to integrate the phenomena of sports with the field of communication. The course examines how sports are impacted by interpersonal communication, group communication, organizational communication, and mass media. Specific concepts include family communication and sport, the performance of identity in sport, coach-athlete communication, team communication, and cultural views of sports.

COM 256 Sports Journalism

This course focuses on the skills of writing, reporting, interviewing, and analyzing in the context of sports media. Students will learn how to develop strategies for sports coverage in a variety of forms, including straight news, features, opinion, and investigative work. Students will be expected to produce content and ideas for written copy, photographs, and video or audio segments. The course will also introduce students to the uniqueness of covering specific sports beats each week. Prerequisite(s): Com 203 or Com 206

COM 355 Communication and Coaching

Coaching, regardless of whether it occurs in an athletic context or an organizational context, is dependent on effective interpersonal communication. This course focuses on effective coaching practices, including the instructional, persuasive, team-building, and leadership elements of coaching. Prerequisite(s): Com 102 or permission of the Chair

COM 388 Sports Broadcasting

This course trains students to produce live sports broadcasts and sports studio shows. Students work behind and in front of the camera, in production and on-air roles, which include: play-by-play announcer, color analyst, sideline reporter, and studio show host and analyst. Students do background research and conduct interviews to identify storylines. They prepare depth charts and memorize key information and statistics for on-air roles. They write scripts and create rundowns and graphics. They research, report, shoot and edit video profiles and enterprise stories. Prerequisite(s): Com 208

Program Contact Information

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