

# Management (BA) with an Emphasis in Sports and Entertainment Management

This program is offered by the George Herbert Walker School of Business and Technology/Management Department and is not available at the St. Louis main campus.

The BA in management is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).

## Program Description

The management program examines the relationship between an organization, its leaders and employees. This program is designed to help students develop the competencies as both a business professional and scholar practitioner with the capabilities to drive growth and innovation. In this program, students will acquire skills necessary to effectively manage people, analyze management problems, develop sound business practice and communicate effectively.

## Emphasis in Sports and Entertainment Management

The emphasis in sports and entertainment management is designed to provide students, with the knowledge, skills and tools necessary to succeed in the business-side of sports and entertainment, in addition to the skills provided in the management core curriculum. The administration of academic and professional sports and athletic franchises is a large and growing business both in the United States and around the world. Sometimes overlooked but also important, is the large and growing business of using professional sports venues to regularly host live entertainment events (concerts, ice events, children's shows). Recognizing the importance of both sports and entertainment, this program is designed to be an all inclusion approach so graduates of the program have what is necessary to be successful in both of these areas of business.

## Learning Outcomes

- Analyze, understand and evaluate how legal, social, economic and global issues affect business.
- Integrate key theories to manage people, processes and resources in a diverse organization.
- Use appropriate tools and technology to critically analyze and interpret key business information.
- Apply concepts regarding ethics and corporate responsibility and how they impact managerial decisions.
- Build upon ambiguous and incomplete information to draft, support and defend innovative solutions to complex managerial challenges.
- Students will explain the important terminology, facts, concepts, principles, analytic techniques and theories used in sports and entertainment management.
- Students will be able to identify and apply appropriate terminology, facts, concepts, principles, analytic techniques and theories used in sports and entertainment management when analyzing moderately complex situations.
- Students will be able to synthesize and integrate important concepts, principles and theories used in sports and entertainment management into solutions to moderately complex management problems.

## Degree Requirements

For information on the general requirements for a degree, see Baccalaureate Degree Requirements under the Academic Policies and Information section of this catalog.

- 57 required credit hours
- Applicable University Global Citizenship Program hours
- Electives

## Required Courses

- ACCT 2010 Financial Accounting (3 hours)
- ECON 2000 Survey of Economics (3 hours)
- MNGT 2100 Management Theory and Practices (3 hours)
- WSBT 2000 Career Exploration (1 hour)
- BUSN 2037 Introduction to Sports and Entertainment Management (3 hours)
- MNGT 2150 Business Ethics (3 hours)
- MNGT 2280 Introduction to Business Law (3 hours)
- MNGT 3400 Human Resource Management (3 hours)
- MNGT 3450 Principles of Organizational Behavior (3 hours)
- WSBT 2300 Personal Branding (1 hour)
- MNGT 2500 Marketing (3 hours)
- BUSN 3457 Sports and Entertainment Marketing (3 hours)
- BUSN 3710 Entrepreneurial Financial Management (3 hours)
- BUSN 4717 Sports Finance (3 hours)
- CSIS 1500 Introduction to Business Technologies (3 hours)
- STAT 1100 Descriptive Statistics (3 hours) (*preferred*)  
or BUSN 2750 Introduction to Business Statistics (3 hours)
- WSBT 2700 Career Management Strategies (1 hour)
- BUSN 4747 Sports Operations and Logistics (3 hours)
- BUSN 4757 Live Entertainment Management (3 hours)
- BUSN 4827 Sports and Entertainment Internship (3 hours)

## Plus, choose one of the following:

- MNGT 4330 International Marketing (3 hours)
- MNGT 3740 Global Entrepreneurship (3 hours)
- MNGT 4100 International Management (3 hours)