



# SPORTS MANAGEMENT

## BACHELOR OF SCIENCE IN BUSINESS ADMINISTRATION (B.S.B.A.)

**Apply your interest in business to the dynamic industry of sports and recreation! Use your degree to navigate the sports marketing and media environment.**

In this program, students will learn and understand how to manage budgets and complex financial issues, how to manage teams, events, and projects, learn about labor and sports law, learn about communication through sports media and marketing and how to leverage business technology for problem-solving and data-informed decision making in the sports industry.

### OPPORTUNITIES AT KING'S COLLEGE

Earning a sports-management-focused degree will position graduates to navigate the sports marketing and media environment; understand labor and sports law; manage budgets and complex financial issues; manage teams, events, and projects; and leverage business technology for problem solving and data-informed decision making. We also offer:

**Expert faculty:** our faculty members are industry experts and mentors committed to your personal and professional development. They guide you through the intricacies of business management.

**Flexible curriculum:** the healthcare management program offers a curriculum that balances core business knowledge while allowing you to tailor your education to your career goals.

**Pathways to success:** graduating with a B.S.B.A. degree will equip you with essential skills like strategic thinking, effective communication, and leadership, preparing you for success in various business roles.

**High-profile internships:** regional access to practicum and internship opportunities at organizations like the Wilkes-Barre/Scranton Penguins (AHL Pittsburgh Penguins) and the Scranton/Wilkes-Barre RailRiders (Triple-A Yankees).



**KING'S  
COLLEGE**  
TRANSFORMATION. COMMUNITY. HOLY CROSS.

## CAREER OPPORTUNITIES

The global sports industry generates over \$400 billion annually, and the number and type of associated career opportunities is growing faster than average. Graduates can expect to work in facility and event management, marketing and promotion, sports communication, sales, sports tourism, or amateur and professional sport management organizations, among others. Graduates can find successful careers as:

- sports accountant
- facilities manager
- sports data analyst
- public relations specialist
- content creator
- athletic director

## DEGREE REQUIREMENTS

Below are the courses offered in this program. For a complete list, see our Degree Requirements online.

### BUSINESS FOUNDATIONS

<b>MATH 123</b>	Finite Mathematics and Business Analytics
<b>CIS 110</b>	Intro to Business Information Systems
<b>ECON 111</b>	Principles of Economics: Macro
<b>ECON 112</b>	Principles of Economics: Micro
<b>ECON 221</b>	Statistics and Predictive Analytics
<b>IB 241</b>	Globalization
<b>MSB 100</b>	Introduction to Business
<b>MSB 110</b>	Introduction to Financial Reporting
<b>MSB 120</b>	Intro to Management Accounting & Planning
<b>MSB 200</b>	Principles of Management
<b>MSB 210</b>	Principles of Marketing
<b>MSB 220</b>	Financial Management
<b>MSB 240</b>	Business Law I
<b>MSB 250</b>	Business Communication and Mentoring
<b>MSB 287</b>	Business Ethics
<b>MSB 305</b>	Organizational Behavior
<b>MSB 400</b>	Professional Seminar
<b>MSB 480</b>	Strategic Management

### SPORTS MANAGEMENT CONCENTRATION

<b>BUS 250</b>	Sports Management
<b>BUS 390</b>	Sports Events & Facilities Operations...
<b>BUS 390-L</b>	Sports Analytics Lab
<b>COMM 225</b>	Sports Media
<b>FIN 370</b>	Sports Finance
<b>HRM 380</b>	Employment and Labor Law
<b>MKT 325</b>	Sports Marketing
<b>CARP 412</b>	Career Planning II



# \$77,180

MEDIAN ANNUAL SALARY FOR ENTERTAINMENT AND RECREATION MANAGERS

# 11%

OVERALL EMPLOYMENT GROWTH FROM 2023-33

*Statistics provided by U.S. Bureau of Labor Statistics*

## CONTACT US

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