

SPORTS MANAGEMENT

B.S. in Business Administration – Management, Sports Management Concentration

Supported by our internationally accredited William G. McGowan School of Business, the new Sports Management concentration within our B.S.B.A. Management major is designed for students who seek to apply their business skills to the dynamic industry of sports and recreation.

Earning a sports-management-focused degree will position you 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.

What You Can't Get Elsewhere

At King's, you will study within our premier business curriculum while having regional access to practicum and internship opportunities at high-profile organizations like the Wilkes-Barre/Scranton Penguins (AHL Pittsburgh Penguins) and the Wilkes-Barre/Scranton RailRiders (Triple-A Yankees). Our classroom instruction combined with experiential learning will prepare you for success across a wide variety of organizations and positions.

The McGowan School of Business is accredited by AACSB International—The Association to Advance Collegiate Schools of Business—which represents the benchmark of quality for business education worldwide. With this prestigious accreditation, the McGowan School of Business has proven its commitment to quality and the continuous improvement of our programs.



The practical knowledge you'll learn is enriched by the College's Core liberal arts curriculum and moral foundation, meaning you'll also graduate with a strong set of interpersonal skills and desire to mobilize your talents to serve the common good.

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 (10% from 2016 to 2026).

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, with average salaries ranging from \$41,000 to \$208,000*. Career opportunities could include:

- Director of Media Relations and Sports Information
- Director of Operations
- Group Sales Manager
- Athletic Director
- Sports Facility Manager
- Game Entertainment Manager
- Sports Data Analyst

*mynextmove.org



To learn more about majoring in Sports Management at King's College, please contact the Office of Admission at 1-888-KINGS PA or admissions@kings.edu.

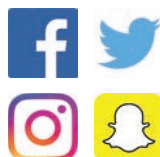
Sports Management

B.S. in Business Administration – Management, Sports Management Concentration (126 Credit Hours)

Suggested Sequence

A suggested course sequence of degree requirements is listed below. Refer to the college catalog for course titles, descriptions, and prerequisites. Always consult your Academic Advisor when planning and scheduling your classes.

Fall	Credits	Spring	Credits
MSB 100 Intro. to Business	1	MSB 120 ^{PR} Intro. to Mgmt. Control & Planning	3
MSB 110 Intro. to Financial Reporting	3	MATH 123 ² Finite Math	3
CIS 110 Intro. to Computer Appl. for Bus.	3	ECON 112 ² Introduction to Microeconomics	3
Core Course ¹ (<i>ENGL 110⁴ Academic Writing</i>)	3	Core Course ¹ (<i>CSEM 100 Quest for Meaning</i>)	3
Core Course ¹ (<i>COMM 101⁴ Oral Communication</i>)	3	Core Course ¹	3
Core Course ¹ (<i>Intercultural-FREN/GERM/SPAN</i>)	3		
HCE 101 Holy Cross Experience	1		
	17		15
Summer	Credits		
Fall	Credits	Spring	Credits
MSB 200 Principles of Management	3	MSB 210 Principles of Marketing	3
MSB 250 ^{PR} Bus. Communication & Mentoring	3	MSB 287 ² Business Ethics	3
IB 241 Introduction to International Business	3	ECON 221 Statistics for Economics & Business I	3
ECON 111 ² Introduction to Macroeconomics	3	BUS 250 Sports Management	3
Core Course ¹ (<i>PHIL 101 Introduction to Philosophy</i>)	3	Core Course ¹	3
	15		15
Summer	Credits		
Fall	Credits	Spring	Credits
MSB 220 ^{PR} Financial Management	3	HRM 380 Labor and Sports Law	3
MSB 240 Business Law I	3	MSB 305 Organizational Behavior	3
COMM 225 Sports Media	3	Core Course	3
Core Course	3	Core Course ¹	3
Core Course ¹	3	Free Elective ³	3
	15	CARP 412 Career Planning II	1
			16
Summer	Credits		
Fall	Credits	Spring	Credits
BUS 390 Sports Events and Facilities Operations Management	3	MSB 400 ^{PR} Professional Seminar	2
BUS 370-L Sports Analytics Lab	1	MSB 480 ^{PR} Strategic Management	3
MKT 325 Sports Marketing	3	FIN 370 Sports Finance	3
Core Course ¹	3	Core Course ¹	3
Free Elective ³	3	Free Elective ³	3
Free Elective ³	3	Free Elective ³	3
	16		17
Total Credits Required for Graduation = 126			



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