

SPORT BUSINESS CONCENTRATION

OVERVIEW

Beginning in Fall 2021, the Sport Business concentration is an option for Management majors and prepares students for careers in the sport entertainment world. This program, located in Boston, with the proximity to professional and semi-professional sports teams and corporate headquarters within the industry is uniquely positioned to provide multiple robust learning and networking opportunities for our students. All Management majors are required to complete at least one concentration; the Sport Business concentration is one of nine current options.

CAREER PATH

Our alumni will find employment in professional, collegiate, or community sport organizations. They can be involved with all elements of the business from sport marketing, sponsorship, event coordination, sport finances, fan development, sport partnerships, predictive analytics related to athlete and team performance, creation of viable business models in the sport industry and more. Opportunities will also exist in industries such as sports betting, fantasy leagues, and athletic apparel and gear brand development.

CONCENTRATION REQUIREMENTS

Six courses to complete concentration (18 credits)

FOUR REQUIRED COURSES:

AF 405 Sport Finance

MGT 415 Sport Entrepreneurship

MKT 425 Sport Marketing & Sponsorship

MSIS 435 Sport Information & Analytics

SELECT TWO ELECTIVES:

One course must come from the following group:

AF 330 Business Law

IT 472 Data Mining for Management
Applications

MGT 350 Organizational Events Management

MKT 407 Service Marketing

SCSM 450 Service Operations Management

MKT 480 Internship in the Sports Industry

One course must come from the following group:

SL 180 Career Exploration and Development
in the Sport Industry

SL 201 Sport in Society

“With robust growth in sport business, we are excited that this concentration will prepare our students to work in the sport industry in Boston and beyond.”

- Arindam Bandopadhyaya, Interim Dean of the College of Management