SPORT MANAGEMENT

Program Overview
The sport management co-major prepares students for a career in one of the world's biggest businesses: the fast-growing multi-billion dollar sport industry. Students gain a competitive edge as they develop a working understanding of the critical role business plays in every facet of sports and sports-related organizations.

This dual major program leads to a Bachelor of Science in Business Administration (B.S.B.A.) degree with two majors, sport management and a second major offered by one of the five departments in the College of Business Administration.

Curriculum Overview
The sport management co-major is designed to give students a broad-based business education by combining it with another discipline offered by Rider's College of Business Administration. This unique pairing provides students a deeper understanding of the legal, ethical, economic, social and managerial issues related to sports.

The business-based curriculum prepares students for diverse career opportunities in professional sport organizations, college and high school athletic administration, sport governing bodies, event and facility management, marketing firms, media organizations and entrepreneurial ventures.

Degree Offered
- B.S.B.A. in Sport Management

Contact
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Associate Professor
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609-895-5562
mccall@rider.edu

Program Website: Sport Management (http://www.rider.edu/academics/colleges-schools/college-business-administration/undergraduate-programs/sport-management)

Associated Department: Department of Marketing, Advertising & Legal Studies

Related Programs
- Economics (http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/economics)
- Finance (http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/finance)
- Marketing (http://catalog.rider.edu/undergraduate/colleges-schools/business-administration/majors-minors-certificates/marketing)

Sport Management Major Requirements

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>BUS</td>
<td>BUSINESS CORE</td>
<td></td>
</tr>
<tr>
<td>SPT</td>
<td>250 Introduction to the Business of Sports</td>
<td>3</td>
</tr>
<tr>
<td>SPT</td>
<td>450 Contemporary Issues in Sport Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Select four of the following, including at least three from List A</td>
<td>12</td>
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<tr>
<td></td>
<td>List A:</td>
<td></td>
</tr>
<tr>
<td>ECO</td>
<td>326 Economics of Sports</td>
<td></td>
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<tr>
<td>ENT</td>
<td>210 Sports Entrepreneurship</td>
<td></td>
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<tr>
<td>MKT</td>
<td>280 Sports Marketing</td>
<td></td>
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<tr>
<td>SPT</td>
<td>320 Global Business of Sports</td>
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<tr>
<td>SPT</td>
<td>322 Sports Analytics</td>
<td></td>
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<tr>
<td>SPT</td>
<td>325 Financial Management in the Sport Industry</td>
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<tr>
<td>SPT</td>
<td>355/ or LAW 355 Sports and the Law</td>
<td></td>
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<tr>
<td>SPT</td>
<td>444 Selected Topics in Sport Management</td>
<td></td>
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<tr>
<td>SPT</td>
<td>490 Independent Research and Study</td>
<td></td>
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<tr>
<td>AMS</td>
<td>211 Sports in American Life</td>
<td></td>
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<tr>
<td>CBA</td>
<td>315 International Business Tour</td>
<td></td>
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<tr>
<td>COM</td>
<td>347 Sports Media Relations</td>
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<tr>
<td>GSS</td>
<td>333 Gender and Sport</td>
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<tr>
<td>PSY</td>
<td>283 Sport Psychology</td>
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<tr>
<td>SPT</td>
<td>491 Sport Management Internship</td>
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<tr>
<td>Total</td>
<td>Credits</td>
<td>18</td>
</tr>
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</table>

1 The internship (SPT) 491 must be in a sports organization and be approved by the Director of the Business of Sports Program. Examples include sports teams, sports arenas and stadiums, college sports programs, sports leagues, sports agencies and sports media organizations.

For graduation students must achieve an overall GPA of 2.0 or better in the major, with no course grade less than "C-" in any of the six courses required for the major.

The following educational plan is provided as a sample only. Rider students who do not declare a major during their freshman year; who change their major; or those who transfer to Rider may follow a different plan to ensure a timely graduation. Each student, with guidance from his or her academic advisor, will develop a personalized educational plan.

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>Year 1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CIS</td>
<td>185 Information Systems Essentials</td>
<td>1</td>
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<tr>
<td>CMP</td>
<td>120 Expository Writing</td>
<td>3</td>
</tr>
<tr>
<td>MSD</td>
<td>105 Quantitative Methods for Business</td>
<td>3</td>
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<tr>
<td>Natural Science Elective</td>
<td>3</td>
<td></td>
</tr>
<tr>
<td>Social Science Elective</td>
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<td></td>
</tr>
<tr>
<td>Semester Credit Hours</td>
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<td></td>
</tr>
<tr>
<td>Spring Semester</td>
<td></td>
<td></td>
</tr>
<tr>
<td>CBA</td>
<td>102 Career Plan &amp; Perspective I</td>
<td>1</td>
</tr>
<tr>
<td>CMP</td>
<td>125 Research Writing</td>
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</tr>
<tr>
<td>ECO</td>
<td>200 Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>MKT</td>
<td>200 Marketing Principles</td>
<td>3</td>
</tr>
<tr>
<td>MSD</td>
<td>200 Statistical Methods I</td>
<td>3</td>
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</tbody>
</table>
SPT 250  Introduction to the Business of Sports  3  

**Year 2**

**Fall Semester**
CBA 202  Career Plan & Perspect II 4  1  
ACC 210  Introduction to Accounting  3  
ECO 201  Principles of Microeconomics  3  
MGT 201  Fund Management & Org Behavior  3  
MSD 201  Statistical Methods II  3  
Sport Management Major Elective  3  

Semester Credit Hours 16

**Spring Semester**
ACC 220  Managerial Uses of Accounting  3  
COM 290  Professional/Strategic Speech  3  
FIN 220  Introduction to Finance  3  
Primary Major Requirement  3  
Humanities Elective  3  

Semester Credit Hours 15

**Year 3**

**Fall Semester**
BUS 300  The Legal and Ethical Environment of Business  3  
CBA 302  Career Plan & Perspect III 4  1  
Global/Cultural Liberal Arts Elective  3  
Sport Management Major Elective  3  
Primary Major Requirement  3  
Leadership Elective  3  

Semester Credit Hours 12

**Spring Semester**
CIS 385  Management Information Systems  3  
MSD 340  Production and Operations  3  
Sport Management Major Elective  3  
Primary Major Requirement  3  

Semester Credit Hours 15

**Year 4**

**Fall Semester**
BUS 400  Strategic Mgmt and Policy  3  
Global/Cultural Liberal Arts Elective  3  
Primary Major Requirement  3  
Sport Management Major Elective  3  
Free Elective 5  3  

Semester Credit Hours 15

**Spring Semester**
Primary Major Requirement  3  
SPT 450  Contemporary Issues in Sport Management  3  
Primary Major Requirement  3  
Free Elective 6  3  
Free Elective 7  3  

Semester Credit Hours 15

Total Credit Hours for Graduation 120

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1  CIS 185 Information Systems Essentials can be taken in the Fall or Spring of Year 1.

2  Students may be required to take CMP 115 Intro to Expository Writing based on placement.  CMP 115 counts as a 3 credit Free Elective.

3  Students may be required to take MSD 104 Intro to Quantitative Methods based on placement.  MSD 104 counts as a 3 credit Free Elective.

4  Transfer students can take MGT 336 Career Management (3 credits) as a substitute for the Career Planning sequence.

5  Students are required to complete 6 credits of International Business which can be fulfilled as major courses or as Free Electives.

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**Courses and Descriptions**

**AMS 211 Sports in American Life 3 Credits**

Literary, sociological, and psychological views of sports in 20th-century American life are examined, focusing on sports as a symbol and reflection of our ideals and tensions.

**CBA 315 International Business Tour 3 Credits**

Provides students with the opportunity to observe various international business environments outside of the United States. Students should gain a better appreciation of how culture, history, and politics influence organizational dynamics, business functions, and business customs.  
**Prerequisite(s):** Junior or senior standing and permission of instructor.

**COM 347 Sports Media Relations 3 Credits**

Critically examines the symbiotic relationship between the mass media and professional sports franchises and major college athletic programs.  This course deals with the workings and processes behind executing the proper techniques of sports information and media relations, as well as an analysis of the culture of sports in modern society. Students will develop a practical focus on sports information and promotion, including the role of the sports information director and events promoter, with emphasis on advanced concepts of public relations, publicity and marketing.  
**Prerequisite(s):** COM 240 or permission of instructor.

**ECO 326 Economics of Sports 3 Credits**

The overall objective of this course is to deepen student understanding of microeconomic principles by applying microeconomic concepts to the analysis of professional and amateur sports. This course will utilize concepts from many different microeconomic specialties, (primarily Industrial Organization, Labor Economics and Public Finance). The tools from these different microeconomic fields will be used to explain and analyze the operation of professional sports teams and leagues in the U.S. with an emphasis on baseball, football, basketball and hockey.  
International comparisons will be made between professional sports in the U.S. and the rest of the world. The course will also analyze the not-for-profit sports sector, focusing on college sports and the National Collegiate Athletic Association.  
**Prerequisite(s):** ECO 201.

**ENT 210 Sports Entrepreneurship 3 Credits**

Sports Entrepreneurship will introduce students to entrepreneurship in the sports industries as they explore opportunities and challenges for new ventures in this sector. Using an industry’s business model, students will identify competitive advantages and understand what is required for startup success.
GSS 333 Gender and Sport 3 Credits
Typical thoughts of sport include ticket prices, player salaries, team rosters, and league standings; rarely is it viewed from a gender perspective. This course will go beyond the examination of Title IX to better understand the relationship between masculinity, femininity and sports. This course will examine various aspects of gender and sport, including media and gender representation, race and ethnicity, drugs and violence, men and masculinities, sexualities, policy and politics, the feminist critique of sport, the initiation rites and hazing in college sports, sports wagering, and the internationalization of sport, including but not limited to the Olympics and Paralympics.

MKT 280 Sports Marketing 3 Credits
The course focuses on the unique challenges of marketing sports at a variety of levels: youth, college, professional, and international. The challenges of attracting and retaining fans and participants as well as building and maintaining strong brand identity are at the heart of the course content. By evaluating case studies and examining current issues in sports marketing, students will gain an understanding of what it means to be a professional marketer of a sports organization and/or event. **Prerequisite:** MKT 200.

PSY 283 Sport Psychology 3 Credits
This survey course will focus on the social and psychological factors related to performance and participation in sport and exercise, health, and injury rehabilitation settings. Two general questions will be explored: (a) how do social and psychological variables influence performance and participation in physical activity pursuits? And (b) how does physical activity participation affect the psychological well-being of the individual? To better understand these questions, this course will overview theoretical and methodological approaches to a variety of sport and exercise psychology topics, including: socialization, motivation, group processes, competition, and performance enhancement. This course counts towards the fulfillment of the Disciplinary Perspectives element of the CLAS general education curriculum. **Prerequisite:** PSY 100.

SPT 250 Introduction to the Business of Sports 3 Credits
This course is designed to introduce the student to the business of sports. Business principles, such as management, marketing, law, finance and economics will be applied to the business of sports. The course will also explore the various career opportunities in the world of sports.

SPT 320 Business of Global Sport 3 Credits
The course explores the diverse challenges and issues facing the managers of sports enterprises in the context of the global marketplace. Issues of governance, cross-cultural interactions and business activities will be examined as they relate to modern sport at the international level. By evaluating case studies and examining current issues in the field, students will gain an understanding of the relationships and responsibilities associated with being a business professional in the global sport industry.

SPT 325 Financial Management in the Sport Industry 3 Credits
This course is designed to build upon earlier knowledge from courses in economics, accounting and finance that emphasizes the sports industry and the challenge for financial managers in areas such as stadium/arena financing, financial analysis and valuation. Business models and their financial implications for media and sports related enterprises as well as the business of college athletics will also be covered.

SPT 355 Sports and the Law 3 Credits
Examines the legal, ethical, economic, social and managerial issues related to sports. Topics include liability issues, contracts, employment discrimination, antitrust law, and constitutional law. This course is cross-listed as LAW 355. Students may not get credit for both SPT 355 and LAW 355.

SPT 444 Selected Topics in Sport Management 3 Credits
This course is offered occasionally with topics and prerequisites set by the Business of Sports Program faculty. This course can be used as an elective for the Sport Management major, Sport Studies minor, or as a free elective. This course is graded on a letter grade basis. **Prerequisite:** SPT 250.

SPT 450 Contemporary Issues in Sport Management 3 Credits
This course will address the theory, development, and application of analytics in sports. Analytics refers to the use of data and quantitative methods to measure performance and make decisions. Students will learn about the application of analytics in sports for purposes of strategy, player performance, team management, sports operations, and fantasy competitions. The class will consist of lectures, discussions, and guest speakers from the sports industry. Students will work on projects related to the use of analytics in the various professional sports leagues and college sports. **Prerequisite:** SPT 250, senior standing, and completion of 15 credit hours in business of sports coursework or permission of instructor.

SPT 490 Independent Research and Study 1-4 Credits
Topic to be approved by the professor and chairperson. Available for juniors and seniors. No more than 12 credits allowed toward graduation, which may be counted as a business or free elective. **Prerequisite(s):** Junior standing, 9 credits in Sport Management courses (including SPT 250) and permission of instructor.

SPT 491 Sport Management Internship 1-3 Credits
Sports related internships can be used to satisfy an elective requirement for the Sport Management Major, Business of Sports Minor and Sport Studies Minor. The course is graded as Pass/Fail.