



BACHELOR OF BUSINESS ADMINISTRATION

SPORT MANAGEMENT



PROGRAM DESCRIPTION

The Sports Management degree is designed to provide the student with a view of the opportunities associated with managing sports and leisure service organizations. Students will be exposed to topics such as risk management, safety, insurance, and liability issues in the sports environment. The program will explore the process of planning, designing, equipping, staffing, scheduling, financing and managing a sports, and recreation facility. Students will also apply the fundamental principles and practices of marketing to sports and leisure management.

AFFORDABILITY

At Manor College, 96% of students receive financial aid. Manor is committed to making our personalized education experience possible for all students, both academically and financially. Manor offers competitive tuition, financial aid options such as merit-based scholarships, and athletic scholarships (for eligible sports). You'll find Manor is an affordable place to start your education!

ADMISSIONS REQUIREMENTS

Manor continually reviews and accepts applications, making it easy to become part of our community.

TIP: Better to apply sooner than later! With our rolling admissions policy, we review applications throughout the year in the order received. This means more certainty in your future, as you'll receive an admissions decision within two weeks of sending in all of your documents. You'll also be further along in the enrollment process, which improves your chances for scholarships and financial aid—and for getting your first selections for class times and professors.



APPLY NOW

manor.edu/apply

WANT TO LEARN MORE?

ADMISSIONS

(215) 884-2216 • ADMISSIONS@MANOR.EDU

RECOMMENDED CURRICULUM SEQUENCE

FRESHMAN YEAR

FALL SEMESTER

- Introduction to Business (BA101) • 3 credits
- **Technological Competency:**
Introduction to Computer Fundamentals (CS 105) • 3 credits
- **Communication Skills Core I:**
Fundamentals of Comp I (EN101) • 3 credits
- **Understanding Behavior & Society Core I:**
Macroeconomics (EC101) • 3 credits
- Business Math (BA111) • 3 credits

TOTAL - 15 CREDITS

SPRING SEMESTER

- **Information Literacy Core:**
Fundamentals of Comp II (EN102) • 3 credits
- **Understanding Behavior & Society Core II:**
Microeconomics (EC102) • 3 credits
- Legal Environment of Business (BA103) • 3 credits
- Financial Accounting (AC105) • 3 credits
- **Quantitative Reasoning Core:**
Statistics I (MH203) • 3 credits

TOTAL - 15 CREDITS

JUNIOR YEAR

FALL SEMESTER

- **Diversity & Global Awareness Core II:**
History of American Sports (HS310) • 3 credits
- **Sales Strategies** (BA322) • 3 credits
- Sports Law and Liability (BA305) • 3 credits
- **Critical Thinking Core II:**
Introduction to Business Analytics (BA310) • 3 credits
- **Spiritual & Ethical Core:**
Business Ethics (BA307) • 3 credits

TOTAL - 15 CREDITS

SPRING SEMESTER

- Brand Marketing (BA404) • 3 credits
- Introduction to Sport Media Relations (BA301) • 3 credits
- Business Apprenticeship (BA306) • 3 credits
- Group Dynamics (BA308) • 3 credits
- Sports Ticket Sales and Strategies (BA317) • 3 credits

TOTAL - 15 CREDITS

SOPHOMORE YEAR

FALL SEMESTER

- **Critical Thinking Core I:**
Philosophy and Human Condition (PL100) • 3 credits
- **Diversity & Global Awareness I:**
HS101, HS102, HS103, HS104, HS105, HS109, HS111, HS220, PL100, OR SO101 • 3 credits
- Managerial Accounting (AC203) • 3 credits
- BA114 Introduction to Sports Management • 3 credits
- Principles of Marketing (BA102) • 3 credits

TOTAL - 15 CREDITS

SPRING SEMESTER

- Sport Marketing and Promotion (BA214) • 3 credits
- Principles of Management (BA203) • 3 credits
- **Scientific Reasoning Core:**
BI100, BI101, BI105, BI106, BI109, CH101 • 3/4 credits
- **Communication Skills Core II:**
Business Communications (BA202) • 3 credits
- **Spiritual & Ethical Core I** (Any Religion Course) • 3 credits

TOTAL - 15/16 CREDITS

SENIOR YEAR

FALL SEMESTER

- Leadership Dynamics (BA402) • 3 credits
- Business Internship I (BA498) • 6 credits
- Facility Planning and Management (BA408) • 3 credits
- Seminar in Sports Analytics (BA407) • 3 credits

TOTAL - 15 CREDITS

SPRING SEMESTER

- Business Internship II (BA499) • 6 credits
- Sports and Athletics Fundraising (BA405) • 3 credits
- Financing Sports Operations (BA406) • 3 credits
- Strategic Planning (BA410) • 3 credits

TOTAL - 15 CREDITS

PROGRAM TOTAL: 124/125 CREDITS

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