



BACHELOR OF BUSINESS ADMINISTRATION IN SPORT MANAGEMENT

A Bachelor's in Sport Management is designed to provide students with a variety of opportunities managing sports and leisure service organizations. Students learn to become experts in the field, allowing their love of sports to become a successful and rewarding career path.



PHILADELPHIA
PARKS &
RECREATION



Where Alumni Work

If you love sports and want to turn that into a successful career, a sport management degree may be the right fit for you. The Bachelor's of Business Administration in Sport Management is designed to educate students on the skills and concepts related to management, finance, marketing, and legal issues that are related to sport management and leisure service organizations. Students who complete the program will have a good understanding of crucial topics, such as risk management, safety, insurance, and liability issues in the sports environment.

Why You Belong Here

The Sport Management program preps students for professional managerial positions in the sports and recreation industry. Students can learn from experts in the field and gain valuable insight from their teachings and experiences.

The program explores the process of planning, designing, equipping, staffing, financing, and managing a sports and recreation facility. Students begin by learning about the fundamentals of communication, sales strategies, numbers, and information literacy before moving into more specialized coursework, such as sports media relations, sports marketing, athletics fundraising, and more. To satisfy the program's curriculum, students must complete an approved business internship their senior year, for which they will receive school credit.

Manor College offers a **variety of scholarships for students**. These include merit-based scholarships, state grants and partial tuition scholarships.

For more information, call **215-884-2216** or email **admissions@manor.edu**.

PROGRAM REQUIREMENTS & DETAILS



**High School
diploma**



**4 year
program**

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Curriculum Sequence

YEAR 1

SEMESTER 1

BA101 Introduction to Business	3 credits
Conceptualization and Analysis I: BA105 Business Applications with Excel	3 credits
Effective Communication I: EN101 Fundamentals of Composition I	3 credits
Appreciation of Culture and Diversity I: EC101 Macroeconomics	3 credits
Scientific and Quantitative Reasoning I: BA111 Business Math	3 credits

Total credits: 15 credits

SEMESTER 2

Effective Communication II: EN102 Fundamentals of Composition II	3 credits
Appreciation of Culture and Diversity II: EC102 Microeconomics	3 credits
AC105 Financial Accounting	3 credits
BA103 Legal Environment of Business	3 credits
Scientific and Quantitative Reasoning II: MH203 Statistics I	3 credits

Total credits: 15 credits

YEAR 2

SEMESTER 1

Conceptualization and Analysis II: (Any course that meets the requirement)	3 credits
Appreciation of Culture and Diversity III: (Any course that meets the requirement)	3 credits
BA114 Introduction to Sport Management	3 credits
AC203 Managerial Accounting	3 credits
BA102 Principles of Marketing	3 credits

Total credits: 15 credits

SEMESTER 2

BA214 Sport Marketing & Promotions	3 credits
BA203 Principles of Management	3 credits
Scientific and Quantitative Reasoning III: (Any science course that meets the requirement)	3/4 credits
Effective Communication III: BA202 Business Communication	3 credits
Personal, Social and Ethical Responsibility I: (Any course that meets the requirement)	3 credits

Total credits: 15/16 credits

YEAR 3

SEMESTER 1

HS310 History of American Sports	3 credits
Conceptualization and Analysis III: BA310 Introduction to Business Analytics	3 credits
BA322 Sales Strategies	3 credits
Personal, Social and Ethical Responsibility II: BA307 Business Ethics	3 credits
BA305 Sports Law and Liability	3 credits

Total credits: 15 credits

SEMESTER 2

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

Total credits: 15 credits

YEAR 4

SEMESTER 1

BA498 Business Internship I	6 credits
BA402 Leadership Dynamics	3 credits
BA408 Facility Planning and Management	3 credits
BA302 Social Media Marketing	3 credits

Total credits: 15 credits

SEMESTER 2

CAP499 Capstone	6 credits
BA405 Sports and Athletics Fundraising	3 credits
BA406 Financing Sports Operations	3 credits
BA410 Strategic Planning	3 credits

Total credits: 15 credits

Total Credits: 120/121 credits