BACHELOR OF SCIENCE IN SPORT AND ENTERTAINMENT MANAGEMENT

Program Contact: Tuvana Rua (Tuvana.Rua@qu.edu) 203-582-7485

The Bachelor of Science in Sport and Entertainment Management aims to prepare industry-ready graduates in the fields of sports, eSports or entertainment. With three unique tracks designed to teach students the business side of sports, eSports or entertainment, the program equips students with the necessary skillset to successfully manage the behind-the-scenes functions, such as marketing, finance, facility management, and event management relying on data and technology. Furthermore, the program helps students develop management and leadership skills and apply them to professional and amateur sports, eSports or entertainment settings. Finally, the program provides opportunities for professional development, analytical skills, communication skills, critical thinking skills and cultural adaptability through applied course projects and internship opportunities.

BS in Sport and Entertainment Management Curriculum

Students majoring in sport and entertainment management are required to complete 122 credits.

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>University Curriculum</td>
<td>12</td>
</tr>
<tr>
<td>EN 101</td>
<td>Introduction to Academic Reading and Writing</td>
<td></td>
</tr>
<tr>
<td>EN 102</td>
<td>Academic Writing and Research</td>
<td></td>
</tr>
<tr>
<td>FYS 101</td>
<td>First-Year Seminar</td>
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</tr>
<tr>
<td>MA 170</td>
<td>Probability and Data Analysis</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Disciplinary Inquiry</td>
<td>13</td>
</tr>
<tr>
<td></td>
<td>Natural Sciences: any 4-credit UC science course</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Humanities: any 3-credit UC humanities course - recommend LE 101</td>
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</tr>
<tr>
<td>Social Science: EC 111</td>
<td></td>
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<tr>
<td></td>
<td>Fine Arts: any 3-credit UC fine arts course</td>
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<tr>
<td></td>
<td>Personal Inquiry</td>
<td>18</td>
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<tr>
<td></td>
<td>Part 1: In addition to those selected under Disciplinary Inquiry above, students select EC 112 from the Social Sciences and a course from two of the remaining disciplinary areas: Natural Sciences, Humanities and Fine Arts.</td>
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<tr>
<td></td>
<td>Part 2: Three courses (9 credits)</td>
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<tr>
<td>IB 201</td>
<td>Globalization and International Business</td>
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<tr>
<td></td>
<td>Choose two from: ADPR 101, ADPR 102, CIS 350, ENT 210, LE 233</td>
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<tr>
<td></td>
<td>Integrative Capstone</td>
<td>3</td>
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<tr>
<td></td>
<td>SB 420 or any integrative capstone</td>
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<tr>
<td></td>
<td>Open Electives</td>
<td>15</td>
</tr>
<tr>
<td></td>
<td>Complete the University Curriculum for the Sport and Entertainment Management degree</td>
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<tr>
<td></td>
<td>Complete the Sport and Entertainment Management Core</td>
<td>19</td>
</tr>
<tr>
<td>AC 211</td>
<td>Financial Accounting</td>
<td></td>
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<tr>
<td>BLW 221</td>
<td>Business Law and Society</td>
<td></td>
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<tr>
<td>CIS 101</td>
<td>Introduction to Information Systems</td>
<td></td>
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<tr>
<td>FIN 201</td>
<td>Fundamentals of Financial Management</td>
<td></td>
</tr>
<tr>
<td>MG 205</td>
<td>Organizational Management</td>
<td></td>
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<tr>
<td>MK 201</td>
<td>Marketing Principles</td>
<td></td>
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<tr>
<td>SB 250</td>
<td>Career Planning and Development</td>
<td></td>
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<tr>
<td></td>
<td>Complete the Sport and Entertainment Management Major Core Curriculum</td>
<td>15</td>
</tr>
<tr>
<td>MG 325</td>
<td>Negotiations and Problem Solving</td>
<td></td>
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<tr>
<td>MK 383</td>
<td>Professional Selling and Sales Management</td>
<td></td>
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<tr>
<td>ENT 210</td>
<td>Small Business Marketing</td>
<td></td>
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<tr>
<td>or MK 333 Advertising and Integrated Brand Promotion</td>
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<tr>
<td>Select ONE of the three course options (6 credits total):</td>
<td></td>
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<tr>
<td>MG 211 &amp; MG 321</td>
<td>Operations and Supply Chain Management and Data-Driven Decision Making</td>
<td></td>
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<tr>
<td>MG 211 &amp; MG 335</td>
<td>Operations and Supply Chain Management and Project Management</td>
<td></td>
</tr>
<tr>
<td>MG 302 &amp; MG 355</td>
<td>Managing People, Projects and Change and Compensation and Benefits</td>
<td></td>
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<tr>
<td>Select ONE of the following tracks listed below:</td>
<td>27</td>
<td></td>
</tr>
<tr>
<td>Sports Management Track</td>
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<td></td>
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<tr>
<td>Entertainment Management Track</td>
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<tr>
<td>eSports Management Track</td>
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<tr>
<td></td>
<td>Total Credits</td>
<td>122</td>
</tr>
<tr>
<td></td>
<td>Sports Management Track</td>
<td></td>
</tr>
<tr>
<td>Code</td>
<td>Title</td>
<td>Credits</td>
</tr>
<tr>
<td></td>
<td>Sports Management Track Required Courses:</td>
<td></td>
</tr>
<tr>
<td>SPS 101</td>
<td>Introduction to Sports Studies</td>
<td>3</td>
</tr>
<tr>
<td>MG 312</td>
<td>Sports Management</td>
<td>3</td>
</tr>
<tr>
<td>MK 364</td>
<td>Sports and Entertainment Marketing</td>
<td>3</td>
</tr>
<tr>
<td>SPS/LE 224</td>
<td>Sports Law or SPS 311 Sports Public Relations</td>
<td>3</td>
</tr>
<tr>
<td>Select five electives from this list:</td>
<td>15</td>
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<tr>
<td>Any BAN Elective</td>
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<tr>
<td>ADPR 201</td>
<td>Writing for Strategic Comm</td>
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<tr>
<td>COM 215</td>
<td>Social Media and Society</td>
<td></td>
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<tr>
<td>MG 202</td>
<td>Sports Leadership</td>
<td></td>
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<tr>
<td>MG 306</td>
<td>Staffing: Recruitment, Selection and Placement</td>
<td></td>
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<tr>
<td>Code</td>
<td>Title</td>
<td>Credits</td>
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<tr>
<td>MG 308</td>
<td>Women in Leadership</td>
<td></td>
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<tr>
<td>MG 341</td>
<td>Service Operations Management</td>
<td></td>
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<tr>
<td>SB 488</td>
<td>Business Internship</td>
<td></td>
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<tr>
<td>SPS/LE</td>
<td>Sports Law (If not completed above.)</td>
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<tr>
<td>224</td>
<td></td>
<td></td>
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<tr>
<td>SPS/ADPR</td>
<td>Sports Public Relations (If not completed above.)</td>
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<tr>
<td>311</td>
<td></td>
<td></td>
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<tr>
<td>SPS 320</td>
<td>Psychology of Sport and Exercise</td>
<td></td>
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<tr>
<td>SPS/EC</td>
<td>Sports Economics</td>
<td></td>
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<tr>
<td>325</td>
<td></td>
<td></td>
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<tr>
<td>SPS/MSS</td>
<td>Sports, Media and Society</td>
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<tr>
<td>420</td>
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</tbody>
</table>

**Total Credits: 27**

1

Note: Courses from other tracks may be counted as electives with program director’s approval.

### Entertainment Management Track

**Entertainment Management Track Required Courses:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 120</td>
<td>Media Industries and Trends</td>
<td>3</td>
</tr>
<tr>
<td>MSS 131</td>
<td>Media Innovators</td>
<td>3</td>
</tr>
<tr>
<td>MSS 332</td>
<td>Media Research Methods</td>
<td>3</td>
</tr>
<tr>
<td>MSS 340</td>
<td>Communications Law and Policy</td>
<td>3</td>
</tr>
<tr>
<td>MSS 495</td>
<td>Media Trend Forecasting and Strategy</td>
<td>3</td>
</tr>
</tbody>
</table>

**Select four electives from this list:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 215</td>
<td>Social Media and Society</td>
<td></td>
</tr>
<tr>
<td>COM 490</td>
<td>Communications Career Internship</td>
<td></td>
</tr>
<tr>
<td>MSS 311</td>
<td>Diversity in the Media (WGS 311)</td>
<td></td>
</tr>
<tr>
<td>MSS 345</td>
<td>Media Users and Audiences (WGS 345)</td>
<td></td>
</tr>
<tr>
<td>MSS 346</td>
<td>Global Communication</td>
<td></td>
</tr>
<tr>
<td>MSS 441</td>
<td>Celebrity Culture</td>
<td></td>
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<tr>
<td>MSS 442</td>
<td>Media Critics and Influencers</td>
<td></td>
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<tr>
<td>MSS 444</td>
<td>Popular Music</td>
<td></td>
</tr>
</tbody>
</table>

**Total Credits: 27**

1

Note: Courses from other tracks may be counted as electives with program director’s approval.

### eSports Management Track

**eSports Management Track Required Courses:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>GDD 101</td>
<td>Introduction to Game Design</td>
<td>3</td>
</tr>
<tr>
<td>GDD 201</td>
<td>Professionalism Practice for Game Design</td>
<td></td>
</tr>
<tr>
<td>GDD 215</td>
<td>eSports Management</td>
<td>3</td>
</tr>
<tr>
<td>GDD 311</td>
<td>Game Lab IV: Team Projects</td>
<td>3</td>
</tr>
<tr>
<td>GDD 380</td>
<td>The Business of Games</td>
<td>3</td>
</tr>
</tbody>
</table>

**Select four electives from this list:**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>COM 215</td>
<td>Social Media and Society</td>
<td></td>
</tr>
</tbody>
</table>

**Total Credits: 27**

1

Note: Courses from other tracks may be counted as electives with program director’s approval.

### Student Learning Outcomes

Students who graduate with a Bachelor of Science in Sport and Entertainment Management will demonstrate the following proficiencies:

1. **Business Knowledge:** Students apply basic business theories and concepts to understand and solve business problems.
2. **Business Analytics:** Students effectively gather, assess and utilize data to understand, improve and communicate business decisions using Excel and other analytical tools.
3. **Communication:** Students communicate business ideas effectively through written communications, oral communications and presentations, and digital media.
4. **Critical Thinking:** Students utilize information and research findings to analyze problems and determine appropriate solutions.
5. **Business Ethics:** Students apply ethical frameworks to evaluate situations and determine appropriate solutions.
6. **Cultural Adaptability:** Students recognize and apply knowledge of diversity within and across individual and groups.
7. **Professionalism:** Students exhibit professional behavior, including a strong work ethic in their classes; in their interactions with faculty, staff and colleagues; and in their team assignments.

### Admission Requirements: School of Business

The requirements for admission into the undergraduate School of Business programs are the same as those for admission to Quinnipiac University.

Admission to the university is competitive, and applicants are expected to present a strong college prep program in high school. Prospective first-year students are strongly encouraged to file an application as early in the senior year as possible, and arrange to have first quarter grades sent from their high school counselor as soon as they are available.

For detailed admission requirements, including required documents, please visit the Admissions page of this catalog.