

BACHELOR OF SCIENCE IN SPORT AND ENTERTAINMENT MANAGEMENT

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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.

Code	Title	Credits
University Curriculum		12
Complete the University Curriculum for the Sport and Entertainment Management degree		
EN 101	Introduction to Academic Reading and Writing	
EN 102	Academic Writing and Research	
FYS 101	First-Year Seminar	
MA 170	Probability and Data Analysis	
Disciplinary Inquiry		13
Natural Sciences: any 4-credit UC science course		
Humanities: any 3-credit UC humanities course - recommend LE 101		
Social Science: EC 111		
Fine Arts: any 3-credit UC fine arts course		
Personal Inquiry		18
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.		
Part 2: Three courses (9 credits)		
IB 201	Globalization and International Business	
Choose two from: ADPR 101, ADPR 102, CIS 350, ENT 210, LE 233		
Integrative Capstone		3
SB 420 or any integrative capstone		

Open Electives 15

Note: 9 credits from grad +1 or +3; If you are on the 3+3 track, discuss your open electives with your pre-law adviser. For example: LE 211 and LE 212 may be good options.

Complete the Sport and Entertainment Management Core 19

AC 211	Financial Accounting
BLW 221	Business Law and Society
CIS 101	Introduction to Information Systems
FIN 201	Fundamentals of Financial Management
MG 205	Organizational Management
MK 201	Marketing Principles
SB 250	Career Planning and Development

Complete the Sport and Entertainment Management Major Core Curriculum 15

MG 325	Negotiations and Problem Solving
MK 383	Professional Selling and Sales Management
ENT 320	Small Business Marketing or MK 33 Advertising and Integrated Brand Promotion

Select ONE of the three course options (6 credits total):

MG 211 & MG 321	Operations and Supply Chain Management and Data-Driven Decision Making
MG 211 & MG 335	Operations and Supply Chain Management and Project Management
MG 302 & MG 355	Managing People, Projects and Change and Compensation and Benefits

Select ONE of the following tracks listed below: 27

Sports Management Track
Entertainment Management Track
eSports Management Track

Total Credits 122

Sports Management Track

Code	Title	Credits
Sports Management Track Required Courses:		
SPS 101	Introduction to Sports Studies	3
MG 312	Sports Management	3
MK 364	Sports and Entertainment Marketing	3
SPS/LE 224	Sports Law or SPS 311 Sports Public Relations	3
Select five electives from this list:¹		15
Any BAN Elective		
ADPR 201	Writing for Advertising and Public Relations	
COM 215	Social Media and Society	
MG 202	Sports Leadership	

MG 306	Staffing: Recruitment, Selection and Placement	
MG 308	Women in Leadership	
MG 341	Service Operations Management	
SB 488	Business Internship	
SPS/LE 224	Sports Law (If not completed above.)	
SPS/ADPR 311	Sports Public Relations (If not completed above.)	
SPS 320	Psychology of Sport and Exercise	
SPS/EC 325	Sports Economics	
SPS/MSS 420	Sports, Media and Society	
Total Credits		27

¹ Note: Courses from other tracks may be counted as electives with program director's approval.

Entertainment Management Track

Code	Title	Credits
Entertainment Management Track Required Courses:		
COM 120	Media Industries and Trends	3
MSS 131	Media Innovators	3
MSS 332	Media Research Methods	3
MSS 340	Communications Law and Policy	3
MSS 495	Capstone: Media Forecasting and Strategy	3
Select four electives from this list: ¹		12
COM 215	Social Media and Society	
COM 490	Communications Career Internship	
MSS 311	Diversity in the Media (WGS 311)	
MSS 345	Media Users and Audiences (WGS 345)	
MSS 346	Global Communication	
MSS 441	Celebrity Culture	
MSS 442	Media Critics and Influencers	
MSS 444	Popular Music	
Total Credits		27

¹ Note: Courses from other tracks may be counted as electives with program director's approval.

eSports Management Track

Code	Title	Credits
eSports Management Track Required Courses:		
GDD 101	Introduction to Game Design	3
GDD 201	Professionalism Practice for Game Design	3
GDD 215	eSports Management	3
GDD 311	Game Lab IV: Team Projects	3
GDD 380	The Business of Games	3
Select four electives from this list: ¹		12

COM 215	Social Media and Society
ENT 290	Creating Digital Businesses
ENT 310	Creativity and Innovation Management
Any GDD Game Lab	
GDD 210	Game Lab I: Team Projects
GDD 314	VR/AR Development for Games
GDD 396	Games, Learning & Society
GDD 490	Internship
MG/SPS 202	Sports Leadership
MSS 131	Media Innovators
MSS 345	Media Users and Audiences (WGS 345)
SPS/ADPR 311	Sports Public Relations

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:

- Business Knowledge:** Students apply basic business theories and concepts to understand and solve business problems.
- Business Analytics:** Students effectively gather, assess and utilize data to understand, improve and communicate business decisions using Excel and other analytical tools.
- Communication:** Students communicate business ideas effectively through written communications, oral communications and presentations, and digital media.
- Critical Thinking:** Students utilize information and research findings to analyze problems and determine appropriate solutions.
- Business Ethics:** Students apply ethical frameworks to evaluate situations and determine appropriate solutions.
- Cultural Adaptability:** Students recognize and apply knowledge of diversity within and across individuals and groups.
- 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.