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Stillman School of Business

Bachelor of Science in Business Administration
Sport Management

Why Should I Major in Sport Management at Seton Hall?

The Center for Sport Management in the Stillman School of Business prepares students for exciting careers in the \$350 billion sport industry. The sport industry of today needs well-trained business professionals to deal with the financial, strategic and marketing issues that arise in everyday business. Unlike other traditional education, hospitality or tourism degrees in sport management, the Stillman School sport management degree is a Bachelor of Science in Business Administration. Just 14 miles from New York City, the heart of the sport industry, Seton Hall has access to more professional sport industry internships than any other program in the country.

The Curriculum:

For undergraduate students aspiring to business careers in the sport world, the Center for Sport Management offers a Bachelor of Science in Business Administration with a concentration in sport management. The sport management concentration is an interdisciplinary program designed to teach sport-related management skills, such as contract negotiation, collective bargaining, sport marketing, advertising and sponsorship strategies. Elective courses include facilities management, international sport management and applications of information technology in sport management.

What Does It Take to Graduate?

In addition to core business requirements, students must complete 15 credits in the sport management concentration and 6 credits in an internship. Students must also complete the liberal arts and sciences core requirements along with liberal arts and general electives. In total, 128 credits are required to graduate.

Career Opportunities:

Experiential or hands-on learning is one of the hallmarks of a Seton Hall education. The University believes in practical application of skills learned in the classroom. The Center for Sport Management takes advantage of its metropolitan New York location and offers exceptional internship opportunities with organizations such as sport marketing companies; The New Jersey Sports and Exposition Authority; ESPN; HBO Sports; Madison Square Garden; major and minor league sports franchises; and the major league offices of the National Football League (NFL), the National Basketball Association (NBA), the National Hockey League (NHL) and Major League Baseball (MLB). Careers in the sport industry also include sport agency; sport apparel and sporting goods; sport travel and tourism; intercollegiate athletics; and the health club, spa and resort industry.

How Do I Apply for Admission?

Send your completed application to Seton Hall University and include the \$55 non-refundable application fee (\$45 if applying online). Freshman applicants must submit official high school transcripts and any college or university transcripts where credit was attempted, plus the results of the SAT I or ACT assessments. Transfer students must submit transcripts from each college or university where credit was attempted. Those with fewer than 24 earned credits must complete the freshman requirements. Applications are available at admissions.shu.edu.

Can I Get Financial Aid?

Almost 90 percent of the students who entered Seton Hall last year received some form of financial aid, and 75 percent of these students received money directly from the University. The four types of financial aid include scholarships, grants and discounts, loans, and part-time jobs on campus. For further information, visit admissions.shu.edu/FinancialAid.htm or call (973) 761-9332.

Sport Management Requirements*:

Arts and Sciences Requirements — 42 credits

- A. Oral Communication (3 credits)
- B. Communication Electives (3 credits)
- C. English (9 credits)
- D. Science (3 credits)
- E. Mathematics (3 credits)
- F. Philosophy (3 credits)
- G. Psychology (3 credits)
- H. Religious Studies (6 credits)
- I. World Culture Electives (9 credits)

Business Requirements — 45 credits

- A. Accounting (6 credits)
- B. Economics (9 credits)
- C. Management (6 credits)
- D. Marketing (3 credits)
- E. Finance (3 credits)
- F. Quantitative Analysis (6 credits)
- G. Law (3 credits)
- H. Management Information Systems (3 credits)

Liberal Arts Elective Requirements — 13 credits

General Elective Requirements — 13 credits (including 6 credits of co-op)

* Please see Undergraduate Catalogue

Sport Management Major — 15 credits

- BSPM 4535 Management of Sport Organizations (3 credits)
- BSPM 4232 Sport Finance (3 credits)
- BSPM 4330 Sport Law (3 credits)
- BSPM 4607 Sport Marketing (3 credits)
- BSPM Elective (3 credits)

Degree Requirements: 128 total credit hours

Sport Management majors can choose to use general elective credits toward a double major, minor or certificate.

For more information, call an admissions counselor at 1-800-THE-HALL, send an e-mail to thehall@shu.edu or visit admissions.shu.edu.

To talk to a faculty adviser, contact Ann Mayo, Ph.D., director of the Center for Sport Management, at mayoann@shu.edu or (973) 761-9707.