



About The Center for Sport Management

The name Seton Hall University has always been synonymous with excellence in collegiate athletics and a natural extension of this proud tradition was the establishment, in 1996, of the Center for Sport Management housed within the Stillman School of Business. At the forefront of sport industry education, the Center was among the first to offer an undergraduate business degree in sport management and an AACSB-accredited MBA with a sport management concentration. The Stillman School of Business provides students with the rigorous preparation necessary for success in one of the fastest growing worldwide industries.

The Center for Sport Management launched the Seton Hall University Sports Poll at the Sharkey Institute. The poll addresses controversial issues in the world of sports including steroids, gambling, gender discrimination, and commercialization. The poll is student run and gives students the opportunity to get hands on experience in phone techniques for later sales training, survey research, and statistics.

The Seton Hall program offers a BSBA or MBA with a concentration in sport management, an Advanced Certificate in sport management and an unprecedented joint JD/MBA in sport management with the School of Law. The 43-credit MBA in sport management is designed to provide a strong foundation in accounting, economics, the behavioral and quantitative sciences, the functional areas of business (i.e., marketing and finance), and coursework specific to the sport industry. Course offerings in the 12 credit concentration in sport management include Executive Seminar in Sport Management, Sport Marketing, Sport Law, Sport Finance, Professional Selling in Sport, International Sport Management, the Business of Sports Television, and Negotiation and Dispute Resolution in Sports. The Post-MBA Certificate Program requires 15 credits of sport management coursework for those who have previously earned the MBA or J.D. degree. The Stillman School and the School of Law jointly offer a four-year program leading to the degrees of Master of Business Administration (MBA) and Jurist Doctor (JD). This unique MBA/JD program is available only to full-time students and concentrations are available in both Sport Management within the MBA, and Sport and Entertainment Law within the JD.

In a very short period of time, the Center for Sport Management has built a solid national reputation for excellence in sport management education. Industry employers frequently look to the Center for qualified interns and for continuing education opportunities for their employees. Seton Hall's close proximity to the heart of the sport industry and networking opportunities, contribute to the provision of quality internship and employment opportunities for its students.