

SPORT MANAGEMENT, BSBA

Program Description

The Sport Management program at La Salle University's School of Business is dedicated to developing future leaders in the sports industry through a commitment to excellence in education, innovation, and professional development. Our mission is to develop professionals who are adept in their field and embrace La Salle's ethical values and community-oriented spirit. We provide students with a deep understanding of the dynamic world of sports, underpinned by a strong foundation in business principles, and aim to foster critical thinking, strategic decision-making, and a global perspective.

Situated in Philadelphia, a city renowned for its passionate sports culture and wealth of opportunities in the sports sector, our program leverages this unique environment to offer students practical, real-world experiences. Surrounded by professional and collegiate sports activities, students are immersed in an environment that primes them for the evolving challenges and opportunities within the sports industry. Our goal is to ensure that our graduates leave not only as knowledgeable professionals but as industry leaders prepared to make a lasting impact in the field of sport management.

Degree Earned

B.S.B.A

Required for Graduation

- Courses
 - Major: 21
 - Total: 40
- Credits
 - Major: 64
 - Total: 120
- GPA
 - Major: 2.0
 - Cumulative: 2.0

Student Learning Outcomes

- **Application of Sport Management Principles:** Apply sport management principles to engage sport fans and consumers, with a clear distinction between the needs and behaviors of sport participants and spectators.
- **Leadership and Strategic Decision-Making:** Cultivate leadership skills and strategic decision-making abilities within the field of sport management
- **Industry Knowledge:** Demonstrate comprehensive understanding of the sport industry, including its key sectors, major trends, and global dynamics
- **Business Skills:** Apply business principles, including finance, marketing, and management, specifically to the context of sport organizations
- **Data Analysis:** Develop and demonstrate proficiency in analyzing human and financial capital within sport entities. *Note: SLO specific to Sport Analytics Track*

- **Events and Operations Management:** Ability to manage the operations of spectator-based events or facilities. *Note: SLO specific to Event and Operations Track*

Progress Chart

Level One - Core Courses

12 courses and 2 modules required.

Major Requirements

Major requirements include 4 Level Two ILO requirements, *fulfilled through the major*.

Students in this major must complete **40** courses in total in order to graduate. **21** courses will be from this major program.

Code	Title	Credits
Level One - Core Courses		
<i>Universal Required Courses</i>		
Students must complete the following 4 courses.		
ILO 8.1: Written Communication (https://catalog.lasalle.edu/undergraduate/ilo/)		
ENG 110	College Writing I: Persuasion	3
ILO 5.1: Information Literacy (https://catalog.lasalle.edu/undergraduate/ilo/)		
ENG 210	College Writing II: Research	3
ILO 1.1: Understanding Diverse Perspectives (https://catalog.lasalle.edu/undergraduate/ilo/)		
FYS 130	First-Year Academic Seminar ¹	3
ILO 2.1: Reflective Thinking and Valuing (https://catalog.lasalle.edu/undergraduate/ilo/)		
REL 100	Religion Matters	3
<i>Elective Core Courses</i>		
Students must complete 1 course in each of the following 4 ILOs.		
ILO 3.1a: Scientific Reasoning (https://catalog.lasalle.edu/undergraduate/ilo/)		
	Choose course within ILO (https://catalog.lasalle.edu/undergraduate/ilo/)	3
ILO 3.1b: Quantitative Reasoning (https://catalog.lasalle.edu/undergraduate/ilo/)		
MTH 114	Applied Business Calculus	4
ILO 6.1: Technological Competency (https://catalog.lasalle.edu/undergraduate/ilo/)		
CSC 155	Introduction to Computer Applications for Business	3
ILO 8.1a/12.1: Oral Communication/Collaborative Engagement (https://catalog.lasalle.edu/undergraduate/ilo/)		
BUS 150	Presentation and Collaboration Skills for Business	3
<i>Distinct Discipline Core Courses</i>		
Students must complete 1 course in each of the following 4 ILOs. Each course must be from a different discipline. (A "discipline" is represented by the 3- or 4-letter prefix attached to each course.)		
ILO 4.1: Critical Analysis and Reasoning (https://catalog.lasalle.edu/undergraduate/ilo/)		
ECN 150	Introductory Macroeconomics: The U.S. in the Global Economy I	3

ILO 9.1: Creative and Artistic Expression (https://catalog.lasalle.edu/undergraduate/ilo/)	
Choose course within ILO (https://catalog.lasalle.edu/undergraduate/ilo/)	3
ILO 10.1: Ethical Understanding and Reasoning (https://catalog.lasalle.edu/undergraduate/ilo/)	
Choose course within ILO (https://catalog.lasalle.edu/undergraduate/ilo/)	3
ILO 11.1: Cultural and Global Awareness and Sensitivity (https://catalog.lasalle.edu/undergraduate/ilo/)	
Choose course within ILO (https://catalog.lasalle.edu/undergraduate/ilo/)	3
<i>Universal Required Modules</i>	
Students must complete the following 2 non-credit modules. ²	
ILO 7.1a (https://catalog.lasalle.edu/undergraduate/ilo/)	
Health Literacy Module	
ILO 7.1b (https://catalog.lasalle.edu/undergraduate/ilo/)	
Financial Literacy Module	
Major Requirements	
<i>Level Two</i>	
Students must complete 1 course/learning experience in each of the 4 commitments.	
ILO 2.2: Broader Identity (Capstone Course/Experience) (https://catalog.lasalle.edu/undergraduate/ilo/)	
BUS 400 Business Strategy (ILO 2.2)	3
Select one ILO from 3.2a, 3.2b, 4.2, 5.2, 6.2, 7.2a, or 7.2b: Expanded Literacies (https://catalog.lasalle.edu/undergraduate/ilo/)	
BUS 304 Prescriptive Analytics (ILO 6.2)	3
ILO 8.2b: Effective Expression (Writing-Intensive Course) (https://catalog.lasalle.edu/undergraduate/ilo/)	
BUS 203 Organizational Behavior and Skill Development	3
Select one ILO from 10.2, 11.2, or 12.2: Active Responsibility (https://catalog.lasalle.edu/undergraduate/ilo/)	
BUS 303 Legal and Ethical Environment of Business (ILO 10.2)	3
<i>All Other Required Courses</i>	
Business Core ³	
BUS 100 Business Perspectives	4
BUS 101 Introduction to Financial Accounting	3
BUS 102 Accounting for Financial and Managerial Decision-Making	3
BUS 200 Business Professionalism and Career Preparation	3
BUS 202 Descriptive and Predictive Analytics	3
BUS 203 Organizational Behavior and Skill Development	3
BUS 204 Principles of Marketing with Applications	3
BUS 205 Business Systems for Analytics	3
BUS 206 Financial Markets and Institutions: Principles and Applications	3
BUS 208 Fundamentals of Financial Management	2-3
BUS 303 Legal and Ethical Environment of Business	3
BUS 304 Prescriptive Analytics	3
BUS 400 Business Strategy	3
ECN 201 Introductory Microeconomics: Business Firm and Market Analysis I	3

Select one of the following International Business Courses/ Experiences:		3
ECN 331 International Economics		
ECN 333 Ecn of International Business		
ECN 335 International Trade and Trade Wars		
BUS 300 International Business		
MKT 305 International Marketing		
FIN 403 International Finance		
MGT 356 Managing in The Global Economy		
<i>Discipline Specific</i>		
MGT 340 Introduction to Sport Management		3
MGT 355 Leadership: Theories and Real-World Challenges		3
Select four additional sport management major approved courses, depending on the track chosen. ⁴		12
BSA 305 Sports Analytics		
COM 255 Communication and Sport		
COM 256 Sports Journalism		
COM 355 Communication and Coaching		
COM 388 Sports Broadcasting		
ENT 241 Personal Branding & NIL		
MGT 341 Sports Law		
MGT 370 Special Topics		
MGT 377 Special Topics		
MGT 378 Special Topics		
MKT 301 Personal Selling		
MKT 377 Special Topics		
<i>Microsoft Excel Certification</i>		
PSY 377 Sports Psychology		3
Sport Management major students are required to achieve either Microsoft Excel Intermediate or Advanced certification, depending on the track chosen.		
<i>Free Electives</i>		
In addition to the requirements listed above, students must take enough courses to the fulfill graduation credit requirements for their School and major.		
Total Credits		115-116

¹ NOTE. The following students use Level 2 Capstone Experience in Major instead of FYS 130 (<https://catalog.lasalle.edu/search/?P=FYS%20130>) First-Year Academic Seminar: Honors, BUSCA, Core-to-Core, Transfer, and Non-Traditional/Evening.

² The Modules are **not** required for Transfer Students, Core-to-Core Students, or BUSCA Students. BUSCA students are required to take modules if/when they pursue a bachelor's degree.

³ The Business Core, required of all majors in business, provides students with skills and knowledge across a wide array of business disciplines. Courses in the Business Core introduce students to all areas in which they can major and provide a foundation upon which upper-level major courses build.

⁴ Other than an internship or co-op.

Recommended Course Sequence

Model rosters should be followed for course sequencing.

Minors

- Sport Management, Minor (<https://catalog.lasalle.edu/undergraduate/business/management-leadership/sport-management-minor/>)

Course Descriptions

Program Contact Information

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