

SCHOOL OF BUSINESS

Southern  
New Hampshire  
University

Bachelor of Science in Sport Management



# Go for the Front Office

## Bachelor of Science in Sport Management

Get serious about the business of sport with Southern New Hampshire University's B.S. program in sport management.

Sport is the sixth leading industry in the United States, with an annual revenue of about \$252 billion. The growth of sports as a major industry has increased the need and opportunity for well-trained professional managers. A well-rounded business education with a focus on sport management skills is essential.

Students couple nine sport management courses with business and liberal arts courses. A variety of internship opportunities in the sport, fitness and recreational industries are available. Students have interned with the Manchester Monarchs, Converse Inc., the Boston Celtics, the America East Conference and more. Field trips to meet managers of professional sports teams and tour stadiums and arenas, plus guest speakers from sport businesses, enhance classroom lessons. Our students have also worked at the Beijing Olympics and the Boston Champions Golf Tournament.

Sport management majors can expect to find careers in professional sports, sports and fitness clubs, golf clubs, ski areas, education, the media, athlete representation and nonprofit recreation for such organizations as the YMCA, Boys and Girls Clubs and community programs. The majority of sport management jobs are found in the marketing, sales and administration fields.

Our graduates have found employment with numerous sport organizations, including the Boston Celtics, Columbia Sports Wear, Manchester Monarchs, Detroit Tigers, Yale University, New Hampshire Fisher Cats, Colonial Athletic Association, YMCA, Under Armour and Boston University to name a few, as well as fitness companies, high school and college sports teams, and community and youth programs.

The university also offers a master's degree program in sport management and graduate certificate programs in the discipline that can be paired with our Global M.B.A. and Master of Science programs.

### Major Courses

SPT 111	Introduction to Sport Management
SPT 201	Governance & Management of Sport Organizations
SPT 208	Sport Marketing
SPT 307	Sport Law
SPT 333	Sport, Society and Ethics
SPT 401	Sport Facilities Management
SPT 402	Sport Revenue
SPT 461	Seminar in Sport Management
SPT 491	Sport Management Cooperative Education (6 credits)

Select one of the following:

SPT 310	Sponsorship
SPT 319	Sport Sales and Promotions
SPT 320	Media & Public Relations in Sport
SPT 321	Fitness Management
SPT 323	Golf Management
SPT 340	Practicum in Sport Management
SPT 364	Private Club Management
SPT 375	The Economics of Professional Sports in the US
SPT 415	Event Management & Marketing (6 credits)
SPT 425	Sport Licensing & Strategic Alliances
SPT 430	Front Office Management
SPT 465	Global Sport Business

### Accreditation

Accreditation Commission for Programs in Hospitality Administration  
American Culinary Federation Educational Institute  
Association of Collegiate Business Schools and Programs  
European Council for Business Education  
National Association for Sport and Physical Education  
New England Association of Schools and Colleges  
New Hampshire Postsecondary Education Commission  
New Hampshire State Department of Education for  
Teacher Certification  
North American Society for Sport Management

Southern  
New Hampshire  
University