

SPORT AND ENTERTAINMENT BUSINESS MAJOR (A)

The Sport and Entertainment Business Major/Minor is housed within the Sport and Hospitality Business Department.

Like every other industry, the inter-related sports and entertainment industries were significantly impacted by the global COVID-19 pandemic. However, sports and entertainment are showing signs of a strong recovery. The global sports market is expected to grow from \$388.28 billion in 2020 to \$440.77 billion in 2021. Further, the market is expected to reach \$599.9 billion in 2025.

Yes, there are still engaging careers to be found in these dynamic and changing industries. However, they require the same six things from those who expect to excel within them:

Sacrifice. Attitude. Effort. Clarity. Humility. Grit.

The Sport and Entertainment Business degree allows you to pursue a variety of careers in athletic and entertainment management. Our curriculum is current, engaging, and challenging – with courses and experiences designed under the guidance of a professional advisory board consisting of industry practitioners – to help you develop the fundamentals, skills, and character that will give you the best chance to thrive in a competitive industry.

Not only that, but you'll work with industry pros, networking with and learning from experts in professional and amateur sports and entertainment, along with business people who work within the innumerable sub-professions tied to these industries. But nothing beats hands-on experience. If you display consistent professional and personal growth, you could earn intensive field experience opportunities at major events like the Final Four and even the Super Bowl.

Program Learning Outcomes

(Developed and Approved by Department Faculty on Jan. 24, 2018)

- Demonstrate growth and skills in communication methods used within the Sport and Entertainment industries.
- Exhibit analytical, critical analysis and problem solving skills valued within the Sport and Entertainment industries.
- Utilizing project-based learning, students will develop and articulate human relations and conceptual competencies necessary to advance the Sport and Entertainment industry.
- Consistently framing and assessing globally-minded personal and professional leadership skills that increase industry opportunities in Sport and Entertainment.
- Demonstrate service mindset based on Christian values intended to benefit the person, community and the world.

Curriculum

| Code | Title | Hours |
|--|-------|-----------|
| Core Requirements (https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/core/) ¹ | | 45 |
| Major Requirements | | 69 |
| Electives | | 6 |

Minor: Optional

Total Hours 120

¹ For transfer students, please see the Advanced Transfer Core (<https://catalog.cuw.edu/undergraduate/university/acad-prog/trad/transfer-core/>).

Major Requirements

| Code | Title | Hours |
|------|-------|-------|
|------|-------|-------|

Business Core

Required Core Courses

| | | |
|----------|--|--|
| BUS 315 | Business Statistics (counted in University Core) | |
| ECON 222 | Macroeconomics (counted in University Core) | |
| COMM 105 | Public Speaking (or COMM 201) | |
| COMM 201 | Interpersonal Communication (or COMM 105) | |

Required Business Core Courses

| | | |
|----------|--------------------------------|---|
| ACCT 203 | Financial Accounting | 3 |
| ACCT 223 | Managerial Accounting | 3 |
| BUS 161 | Business Essentials | 3 |
| BUS 210 | Business Law I | 3 |
| BUS 355 | Management Information Systems | 3 |
| ECON 231 | Microeconomics | 3 |
| FIN 300 | Principles of Finance | 3 |
| MGMT 130 | Principles of Management | 3 |
| MGMT 336 | Human Resource Management | 3 |
| MGMT 450 | International Business | 3 |
| MKTG 131 | Principles of Marketing | 3 |

Required Courses

| | | |
|---------|---|---|
| SHB 110 | Introduction to Sport & Entertainment Business | 3 |
| SHB 200 | Contemporary Leadership Behavior | 3 |
| SHB 210 | Facility Design & Management | 3 |
| SHB 240 | Administration & Organization of Sport & Entertainment | 3 |
| SHB 250 | Legal & Ethical Issues of Sport | 3 |
| SHB 300 | Professional Development - Field Experience (Replaces BUS 399 in business core, must take at least 3 credits) | 6 |
| SHB 310 | Integrated PR & Social Media | 3 |
| SHB 320 | Sport Economics & Finance | 3 |
| SHB 340 | Marketing of Sport & Entertainment | 3 |
| SHB 400 | Sales, Sponsorship, & Fundraising Strategies | 3 |
| SHB 410 | Event & Production Management | 3 |
| SHB 450 | Professional Development - Program Capstone (Replaces BUS 453 in business core for SEB majors) | 3 |

¹ SHB Majors take SHB 450 Professional Development - Program Capstone and SHB 300 Professional Development - Field Experience instead of SHB 450 Professional Development - Program Capstone and BUS 399 Business Internship