

SPORT AND ENTERTAINMENT BUSINESS MINOR (M)

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

How does the Sport and Entertainment Business MINOR differ from the major?

1. Only 18 credits from the Sport and Hospitality Program are required for the minor.
(Click on the CURRICULUM tab for more information.)
2. Students minoring in Sport and Entertainment Business are NOT required to take SHB 450 - Program Capstone.
3. Students minoring in Sport and Entertainment Business are NOT required to take SHB 300 - SHB Internship.

The minor is a popular option for students in the Batterman School of Business that are majoring in accounting, finance, marketing and public relations, as it provides valuable insight into elements of the sport and entertainment industry that differ from more traditional career tracks.

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.

A minor in Sport and Entertainment Business allows you to pursue a variety of careers by merging the skills developed in your major with the unique demands found in the athletic and entertainment industries. 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 Student Learning Outcomes

- 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
Required Courses		
SHB 110	Introduction to Sport & Entertainment Business	3
SHB 250	Legal & Ethical Issues of Sport	3
SHB 340	Marketing of Sport & Entertainment	3
SHB 400	Sales, Sponsorship, & Fundraising Strategies	3
Select two of the following:		6
SHB 210	Facility Design & Management	
SHB 240	Administration & Organization of Sport & Entertainment	
SHB 320	Sport Economics & Finance	
Total Hours		18