



**BBA DEGREE - CODE #0182**

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The growing emphasis on athletics, coupled with the increasing amount of leisure time the public now enjoys, has made the world of sports one of the fastest-growing segments of American business. The sports industry requires a great variety of people with expertise in business. The goal of this program is to prepare you — using both hands-on and theory-based training — for a career in the areas of administration, marketing, sales, fund development, finance, event promotion and management, communication, and facility management.

**ADVANTAGES**

- BBA students will complete a specialization in marketing and event promotion field experiences during the second year, and a full-semester internship in the senior year.
- Students will study the core body of knowledge in sport management, a sport management specialization, and the required SUNY general education component.

**OCCUPATIONAL OPPORTUNITIES**

- Professional sports
- College sports
- Minor league sports
- Olympic organizations
- Recreational sport organizations
- Philanthropic sport organizations
- International sport organizations
- Ticket sales
- Sports marketing and promotions
- Sports sponsorships
- Media relations and sports broadcasting
- Sports law and sports agencies
- Facilities and event management

**EMPLOYMENT STATISTICS**

Employment and continuing education rate of 100 percent – 64 percent are employed; 36 percent continued their education.

**RELATED PROGRAMS**

[Business Administration](#) (BBA & AS)

[Financial Planning](#) (BBA)

[Marketing](#)

**ENTRANCE REQUIREMENTS/RECOMMENDATIONS**

Required: Algebra, Geometry

Recommended: Algebra 2

**REQUIRED EQUIPMENT**

A tier 1 laptop computer is required for students entering this degree program. Laptop specifications are available at [www.alfredstate.edu/required-laptops](http://www.alfredstate.edu/required-laptops).

**OFFICE OF ACCESSIBILITY SERVICES**

Students who believe they need a reasonable accommodation to properly participate in this program may contact Melanie Ryan in the Office of Accessibility Services. This office may be contacted by email at [cas@alfredstate.edu](mailto:cas@alfredstate.edu) or by phone at 607-587-4506. Please keep in mind that some accommodations may take time to implement, so students seeking accommodations are encouraged to contact OAS as early as possible.

**SPORT MANAGEMENT - BBA DEGREE**

**TYPICAL EIGHT-SEMESTER PROGRAM**

**First**

CISY	xxx3	Info. Technology Elective	3
COMP	1503	Writing Studies	3
SPMG	1123	Intro to Sport Management	3
MKTG	2073	Principles of Marketing	3
XXXX	xxx3	Gen Ed Elective	3
			15

**Second**

BUAD	2033	Business Communication	3
MATH	xxx3	Gen Ed Math Elective	3
GLST	2113	Global & Diverse Perspectives	3
SPMG	2003	Sport in Society	3
LITR	xxx3	Gen Ed Literature Elective	3
			15

**Third**

BUAD	3153	Fundamentals of Management	3
ACCT	1124	Financial Accounting	4
BUAD	3043	Business Law I	3
SPMG	3001	Field Experience I	1
ECON	1013	Principles of Macroeconomics	3
SPCH	xxx3	Effective Speaking or Approved GE Equivalent	3
SPCH	1083	OR Public Speaking	3
			17

**Fourth**

ECON	2023	Principles of Microeconomics	3
SPMG	4123	Sport Facility Management	3
SPMG	4001	Field Experience II	1
ACCT	2224	Managerial Accounting	4
XXXX	xxx3	Gen Ed./LAS Elective	3
XXXX	xxx3	Gen Ed/Natural Science Elective	3
			17

**Fifth**

COMP	5703	Technical Writing	3
SPMG	6003	Sport Marketing	3
SPMG	5003	Sport Business and Finance	3
SPMG	5013	Sport Communication	3
XXXX	xxx3	Open Elective	3
			15

**Sixth**

SPMG	6033	Sponsorship	3
SPMG	6013	Licensing and Endorsements	3
SPMG	6023	Event Promotion and Sales	3
SPMG	6043	Sport Law	3
MKTG	1063	Principles of Sales	3
			15

**Seventh**

SPMG	7001	Pre-Internship Seminar	1
SPMG	7023	Strategic Mgmt in Sport Organtn	3
SPMG	7013	Sport Management Capstone	3
XXXX	xxx3	Open Elective	3
XXXX	xxx3	Open Elective	3
XXXX	xxx3	Open Elective - Upper	3

**Eighth**

SPMG	8112	Internship	12
			12

Be advised that a prior felony conviction may impede a student's ability to participate in an internship and complete the program.

**GRADUATION REQUIREMENTS**

- 122 credit hours
- 30 credit hours of the 45 upper-level credit hours for this degree must be taken at Alfred State
- Cumulative overall index of at least 2.0
- Seven of the 10 SUNY approved General Education categories must be fulfilled

**END-OF-PROGRAM EXAM REQUIREMENTS**

All students are required to complete an end-of-program exam. This exam will be taken in the capstone course for the student's specific program in SPMG 7013 Sport Management Capstone. The end-of-program exam will also be considered an assignment in the capstone course. The benefit of taking the end-of-program exam is to test the student's knowledge at the time of graduation. Students may include the progress from the end-of-program exams on their resume. Exams will be taken once and they will impact the student's capstone course grade by 5%. Please refer to the syllabi for the relevant capstone course to know the grading scale for the end-of-program exam.

The end-of-program exams are **required**, *not optional*.

Information on how to take the exams will be given in the course prior to the end-of-program exam.

**How should I prepare for the assessment exam?**

The comprehensive end-of-program exam covers topics taught throughout the degree program, which are aligned to the topics required for accreditation. The preparation for the exam comes from your educational experience with the school, specifically through the required courses for your degree. The exam assesses the foundational knowledge areas for your discipline.