

SPORTS BUSINESS, B.S.

The sports industry generates hundreds of billions of dollars each year. Major sports teams, universities and recreational leagues employ people educated in sports business to conduct daily business operations. At Saint Louis University's Richard A. Chaifetz School of Business (<https://www.slu.edu/business/>), students may pursue a Bachelor of Science in Sports Business or include a minor in sports business in addition to their chosen major.

Entire operational teams work behind the scenes of any sport. These operational teams include front-office management and operations, sports marketing and communication, licensing and representation, sponsorship development, the media and more. In addition, there are sports-related positions within other types of organizations, such as sports marketing for a corporation. A degree in sports business provides sports-minded students with a head for business opportunities for careers in many fields.

Curriculum Overview

Housed in the Chaifetz School of Business's Department of Management, SLU's sports business major is interdisciplinary and includes courses in management, marketing and economics. This mix of courses gives sports business students the skills needed for careers in college and amateur athletics, facility and event management, professional teams and leagues, sports merchandising, leisure and fitness, and sports media.

Internships/Student Organizations

Students pursuing a degree in sports business are strongly encouraged to complete a sports business internship. St. Louis' metropolitan location provides many internship opportunities that allow students to gain career-related work experience while applying classroom experiences to practice. In addition, most internships are paid, and students may often earn academic credit upon completion. In recent years, SLU's sports business students have interned with the New York Yankees, St. Louis Cardinals, St. Louis Blues, Kane County Cougars, Memphis Redbirds, SLU Athletics and many other organizations.

SLU's Sports Business Association was recognized as the 2023 business school student organization of the year. This club provides students with the opportunity to learn about the different career paths in sports business and network with professionals from the area.

Careers

Graduates from SLU's sports business program join a global network of nearly 20,000 alumni from the Richard A. Chaifetz School of Business. Recent alumni have gone on to work in a variety of fields, including:

- Sports manager
- Sports marketing
- Brand representative
- Stadium manager
- Leisure and fitness
- Sports media
- Event planning

Admission Requirements

Begin Your Application (<https://www.slu.edu/apply.php>)

Saint Louis University also accepts the Common Application.

Freshman

All applications are thoroughly reviewed with the highest degree of individual care and consideration to all credentials that are submitted. Solid academic performance in college preparatory coursework is a primary criterion in reviewing a freshman applicant's file.

To be considered for admission to any Saint Louis University undergraduate program, the applicant must be graduating from an accredited high school, have an acceptable HiSET exam score or take the General Education Development (GED) test.

Transfer

Applicants must be graduates of an accredited high school or have an acceptable score on the GED or HiSET.

An official high school transcript and official test scores are required only of those students who have attempted fewer than 24 transferable semester credits (or 30 quarter credits) of college credit. Those having completed 24 credits or more of college credit need only submit a transcript from previously attended college(s).

Transfer students must have a cumulative 2.70 GPA to be admitted to the accounting program and a 2.50 GPA for all other majors. In reviewing a transfer applicant's file, the Office of Admission holistically examines the student's academic performance in college-level coursework as an indicator of the student's ability to meet the academic rigors of Saint Louis University.

International Applicants

All admission policies and requirements for domestic students apply to international students, along with the following:

- You must demonstrate English Language proficiency (<https://catalog.slu.edu/academic-policies/office-admission/undergraduate/english-language-proficiency/>).
- All academic records must include an English translation. An official course-by-course transcript evaluation may be required and accepted.

Tuition

Tuition/Fee	Cost Per Year
Undergraduate Tuition	\$56,960

Additional charges may apply. Other resources are listed below:

Net Price Calculator (<https://www.slu.edu/financial-aid/tuition-and-costs/calculator.php>)

Information on Tuition and Fees (<https://catalog.slu.edu/academic-policies/student-financial-services/tuition/>)

Miscellaneous Fees (<https://catalog.slu.edu/academic-policies/student-financial-services/fees/>)

Information on Summer Tuition (<https://catalog.slu.edu/academic-policies/student-financial-services/tuition-summer/>)

Scholarships and Financial Aid

There are two principal ways to help finance a Saint Louis University education:

- **Scholarships:** Scholarships are awarded based on academic achievement, service, leadership and financial need.
- **Financial Aid:** Financial aid is provided through grants and loans, some of which require repayment.

Saint Louis University makes every effort to keep our education affordable. In fiscal year 2023, 99% of first-time freshmen and 92% of all students received financial aid (<https://www.slu.edu/financial-aid/>) and students received more than \$459 million in aid University-wide.

For priority consideration for merit-based scholarships, apply for admission by December 1 and complete a Free Application for Federal Student Aid (FAFSA) by February 1.

For more information on scholarships and financial aid, visit the Office of Student Financial Services (<https://www.slu.edu/financial-aid/>).

Accreditation

The Richard A. Chaifetz School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the world's largest business education alliance and accrediting body of business schools, ensuring continuous quality improvement in terms of curriculum, instructional resources, student selection, career placement and intellectual contributions and qualifications of the faculty. Approximately 5% of business schools worldwide have achieved AACSB accreditation.

Learning Outcomes

1. Graduates will be able to understand essential business concepts and how the various functional areas of business are related.
2. Graduates will be able to demonstrate knowledge of ethical concepts and corporate social responsibility, and be able to evaluate business problems from multiple ethical perspectives.
3. Graduates will be able to identify and structure business problems and propose actionable solutions to business problems, utilizing appropriate technology when applicable.
4. Graduates will be able to demonstrate effective written communication.
5. Graduates will be able to understand how cultures, politics, laws, ethics and economies influence and impact business and use tools and concepts to analyze and formulate an international business strategy.
6. Graduates will be able to demonstrate the ability to work effectively in teams.
7. Graduates will be able to access and develop both organizational and career networks.

Requirements

The Sports Business B.S. requires eighteen major-specific credits in addition to coursework in the Business Common Body of Knowledge.

Code	Title	Credits
UNIVERSITY UNDERGRADUATE CORE (https://catalog.slu.edu/academic-policies/academic-policies-procedures/university-core/)		32-35
BUSINESS MAJOR REQUIREMENTS		
Program Requirements (https://catalog.slu.edu/colleges-schools/business/#coretext)		15

Business Common Body of Knowledge (CBK) (https://catalog.slu.edu/colleges-schools/business/#coretext)		48
<i>Sports Business Requirements</i> [†]		
MGT 3400	Intro to Sports Management	3
MGT 4400	Integrated Sports Business Planning	3
MKT 3500	Sports Marketing	3
<i>Sports Business Electives</i>		9
Select three of the following:		
ECON 4500	Sports Economics	
MGT 3301	Negotiations and Conflict Resolution	
MGT 3401	Intercollegiate Athletics Mgmt	
MGT 3800	Project Management	
MGT 4401	Legal Issues Sports and Entertainment	
MGT 4403	Sports Analytics	
MGT 4914	Sports Business Internship	
GENERAL ELECTIVES [‡]		18-21
Total Credits		120

[†] In addition to completing lower and upper-division coursework in all areas of business, each student typically selects a business major before or during the first semester of the junior year. 18 major-specific credit hours are required as determined by the appropriate department. To broaden their expertise, students may complete more than one major in business, or a major and a minor in business. Outside of the Business Common Body of Knowledge (CBK), however, a maximum of one business course (3 credit hours) may be used to fulfill requirements in two business majors/minors.

[‡] General electives may be selected from any area of study within the University, giving the student the opportunity to diversify their experiences. Students should consider University Undergraduate CORE attribute requirements when selecting electives.

Continuation Standards

Sports business students must maintain a 2.00 cumulative grade point average (GPA) in all courses used to fulfill the major-specific course requirements.

Students will be on program probation if their GPA in major-specific courses used to fulfill major requirements falls below a 2.00. Students will have one semester to increase their major-specific cumulative GPA to a 2.00; if not, students will not be allowed to register for 3000- or 4000-level major-specific courses.

Students will be automatically placed on University probation if any of the following occur:

- Their Saint Louis University cumulative grade point average falls below 2.00
- Their Saint Louis University semester grade point average is below a 1.00
- More than two "incomplete" or two "in-progress" grades on their academic transcript

During the probationary period, advisors help students achieve academic success by closely monitoring their academic performance.

In order to improve scholastically and demonstrate their ability to make progress toward a degree, students on probation may not register for more than 12 credits in the fall and spring semesters, three credits in

the winter term, and no more than one course/four credits in any single summer session term.

The conditions under which a student is dismissed from the school include:

1. Inability to eliminate probationary status within the two semesters subsequent to the assignment of probation *or*
2. A grade point average deficit of more than 15 points.

For more information, see University Academic Policies and Procedures (<https://catalog.slu.edu/academic-policies/academic-policies-procedures/>).

Roadmap

Roadmaps are recommended semester-by-semester plans of study for programs and assume full-time enrollment unless otherwise noted.

Courses and milestones designated as critical (marked with !) must be completed in the semester listed to ensure a timely graduation. Transfer credit may change the roadmap.

This roadmap should not be used in the place of regular academic advising appointments. All students are encouraged to meet with their advisor/mentor each semester. Requirements, course availability and sequencing are subject to change.

Course	Title	Credits
Year One		
Fall		
CORE 1000	Ignite First Year Seminar ¹	2
BIZ 1000	Business Foundations (meets CORE 1500) ¹	1
CMM 1200	Public Speaking (meets CORE 1200) ²	3
CORE 1900	Eloquentia Perfecta 1: Written and Visual Communication ¹	3
CORE 3800	Ways of Thinking: Natural and Applied Sciences	3
Elective in Business or Other Areas (MATH 1200, if appropriate)		3
Credits		15
Spring		
MATH 1320 or MATH 1510	Survey of Calculus (meets CORE 3200) ² or Calculus I	3
PSY 1010	General Psychology (meets CORE 3600)	3
CORE 1600	Ultimate Questions: Theology	3
BIZ 1100	Business in Action	1
BIZ 1002	Business Foundations Excel Lab	0
BTM 2000	Introduction to Business Technology Management	3
ECON 1900	Principles of Economics	3
Credits		16
Year Two		
Fall		
CORE 2500	Cura Personalis 2: Self in Contemplation	0
CORE 1700	Ultimate Questions: Philosophy	3
ACCT 2200	Financial Accounting	3
BTM 2500	Data Modeling, Analysis and Visualization	3

IB 2000	Introduction to International Business (meets University Core Attribute: Global Interdependence)	3
OPM 2070	Introduction to Business Statistics	3
Credits		15
Spring		
CORE 3400	Ways of Thinking: Aesthetics, History, and Culture	3
ACCT 2220	Accounting for Decision Making	3
BIZ 3000	Career Foundations (meets CORE 3500) ³	1
MGT 2000	Legal Environment of Business I	3
ECON 3120 or ECON 3140	Intermediate Macroeconomics or Intermediate Microeconomics	3
MGT 3000	Management Theory and Practice	3
Credits		16
Year Three		
Fall		
CORE 2800	Eloquentia Perfecta 3: Creative Expression	3
PHIL 2050	Ethics (meets University CORE Attribute: Dignity, Ethics & a Just Society)	3
ECON 3120 or ECON 3140	Intermediate Macroeconomics or Intermediate Microeconomics	3
FIN 3010	Principles of Finance	3
MKT 3000	Introduction to Marketing Management	3
Credits		15
Spring		
Elective that Satisfies University Core Attribute: Identities in Context		3
MGT 3400	Intro to Sports Management (Sports Business Major requirement)	3
Sports Business Major Elective		3
OPM 3050	Introduction to Management Science and Operations Management	3
Elective in Business or Other Areas		3
Credits		15
Year Four		
Fall		
CORE 4000	Collaborative Inquiry	3
CORE 4500	Reflection-in-Action	0
Elective that Satisfies University Core Attribute: Writing Intensive ⁴		3
MKT 3500	Sports Marketing (Sports Business Major requirement)	3
Sports Business Major Elective		3
Credits		12
Spring		
MGT 4000	Strategic Management and Policy ⁵	3
MGT 4400	Integrated Sports Business Planning (Sports Business Major requirement)	3
Sports Business Major elective		3
Electives in Business or Other Areas		7
Credits		16
Total Credits		120

¹ Must complete in first 36 credit hours at SLU.

² Must complete in first 60 credit hours at SLU

³ Must take second semester sophomore year unless studying abroad.

⁵ Must have completed all other Business Common Body of Knowledge courses.

2+SLU

2+SLU programs provide a guided pathway for students transferring from a partner institution.

- Sports Business, B.S. (Jeffco 2+SLU) (<https://catalog.slu.edu/academic-policies/office-admission/undergraduate/2plusslu/jeffco/sports-business/>)
- Sports Business, B.S. (MAC 2+SLU) (<https://catalog.slu.edu/academic-policies/office-admission/undergraduate/2plusslu/mac/sports-business/>)
- Sports Business, B.S. (STLCC 2+SLU) (<https://catalog.slu.edu/academic-policies/office-admission/undergraduate/2plusslu/stlcc/sports-business/>)