

SPORTS BUSINESS, B.S.

The sports industry generates hundreds of billions of dollars each year. Major sports teams, universities, and recreational leagues employ women and men educated in sports business to conduct daily business operations.

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 with other types of organizations, such as sports marketing for a corporation. A degree in sports business provides sports-minded students with a head start for business opportunities for careers in many fields.

At Saint Louis University's Richard A. Chaifetz School of Business (<https://www.slu.edu/business/>), students may choose to pursue a Bachelor of Science in Sports Business or a minor in sports business in addition to their chosen major.

Curriculum Overview

SLU's sports business major is interdisciplinary and includes courses from management, marketing, economics and business technology management. This mix of courses gives students majoring in sports business the skills needed for careers in the fields of college and amateur athletics, facility and event management, professional teams and leagues, sport 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. Internship opportunities include the St. Louis Cardinals, St. Louis Blues, Gateway Grizzlies, Gateway Motorsports Park, Saint Louis University's athletics department and many more. Saint Louis' metropolitan location provides many internship opportunities that allow students to gain career-related work experience while applying classroom experiences to practice. Most are paid, and students may earn academic credit.

The Department of Management in SLU's Richard A. Chaifetz School of Business supports the Sports Business Association student organization, which provides students with the opportunity to learn about the different career paths in sports business as well as the opportunity to network with professionals from the area.

Students also have the opportunity to work on projects for sports teams, giving them valuable experience in the sports business 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 work in a variety of fields, including:

- Sports manager
- Sports marketing
- Brand representative
- Stadium manager
- Event planning

Admission Requirements

Freshman

Begin your application for this program at www.slu.edu/apply (<http://www.slu.edu/apply.php>). Saint Louis University also accepts the Common App.

All applications are thoroughly and carefully reviewed. 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. Beginning with the 2021-22 academic year, undergraduate applicants will not be required to submit standardized test scores (ACT or SAT) in order to be considered for admission. Applicants will be evaluated equally, with or without submitted test scores.

Transfer

Begin your application for this program at www.slu.edu/apply (<http://www.slu.edu/apply.php>).

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

Begin your application for this program at www.slu.edu/apply (<http://www.slu.edu/apply.php>).

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/>).
- Proof of financial support must include:
 - A letter of financial support from the person(s) or sponsoring agency funding your time at Saint Louis University.
 - A letter from the sponsor's bank verifying that the funds are available and will be so for the duration of your study at the University.
- Academic records, in English translation, of students who have undertaken postsecondary studies outside the United States must include the courses taken and/or lectures attended, practical laboratory work, the maximum and minimum grades attainable, the grades earned or the results of all end-of-term examinations, and any honors or degrees received. WES and ECE transcripts are accepted.

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 in the form of grants and loans, some of which require repayment.

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

For information on other scholarships and financial aid, visit the student financial services office online at <https://www.slu.edu/financial-aid> (<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. Fewer than 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 and when applicable utilizing appropriate technology.
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

Eighteen credits in addition to MGT 2000 Legal Environment of Business I (3 cr), MGT 3000 Management Theory and Practice (3 cr) and MKT 3000 Introduction to Marketing Management (3 cr), which are taken as business CBK requirements, are required.

A course may not be used to fulfill requirements in two majors/minors, i.e. MKT 3500 Sports Marketing (3 cr) may be used in either the sports business major/minor or the marketing major/minor, but not both.

Code	Title	Credits
	Business Common Body of Knowledge (CBK) (p. 3)	45
	Arts and Sciences Core Requirements (p. 3)	48

Sports Business Courses [†]

MGT 3400	Intro to Sports Management	3
MGT 4400	Integrated Sports Business Planning	3
MKT 3500	Sports Marketing	3

Sports Business Electives

Select three of the following:		9
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	

Electives in Business or Other Areas [‡]		9
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Total Credits		120
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[†] 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. Required credits vary between 18-21 credits and are 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. However, outside of the Business Common Body of Knowledge (CBK), a maximum of one business course (3 credit hours) may be used to fulfill requirements in two business majors/minors.

[‡] Electives may be selected from any area of study within the University, giving the student the opportunity to diversify his/her background.

Continuation Standards

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

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

Business Common Body of Knowledge (CBK)

Code	Title	Credits
ACCT 2200	Financial Accounting	3
ACCT 2220	Accounting for Decision Making	3
BIZ 1000/1001	Business Foundations	1
BIZ 1002	Business Foundations Excel Lab	0
BIZ 3000	Career Foundations	1
BIZ 4000	Business Capstone ¹	1
BTM 2000	Introduction to Business Technology Management	3
ECON 1900	Principles of Economics	3
ECON 3120	Intermediate Macroeconomics	3
ECON 3140	Intermediate Microeconomics	3
FIN 3010	Principles of Finance	3
IB 2000	Introduction to International Business	3
MGT 2000	Legal Environment of Business I	3
MGT 3000	Management Theory and Practice	3
MGT 4000	Strategic Management and Policy ¹	3
MKT 3000	Introduction to Marketing Management	3
OPM 2070	Introduction to Business Statistics	3
OPM 3050	Introduction to Management Science and Operations Management	3
Total Credits		45

¹ All other business CBK courses must be completed prior to taking BIZ 4000 Business Capstone (1 cr) and MGT 4000 Strategic Management and Policy (3 cr).

Arts and Sciences Core Requirements

Code	Title	Credits
ENGL 1900	Advanced Strategies of Rhetoric and Research ²	3
Select one of the following:		3
ENGL 2250	Conflict, Social Justice and Literature	
ENGL 2350	Faith, Doubt and Literature	
ENGL 2450	Nature, Ecology & Literature	
ENGL 2550	Gender, Identity & Literature	
ENGL 2650	Technology, Media & Literature	
ENGL 2750	Film, Culture and Literature	
ENGL 2850	Nation, Identity and Literature	
Foreign Language Literature		
Select one of the following: ³		3
ENGL 4000	Professional Writing (strongly recommended)	
English Literature		
Fine Arts (Art, Art History, Dance, Film Studies, Music, Theatre)		
CMM 1200	Public Speaking ²	3

HIST 1110	Origins of the Modern World to 1500	3
or HIST 1120	Origins of the Modern World (1500 to Present)	
PSY 1010	General Psychology	3
Select two additional courses from the following:		6
African American Studies		
American Studies		
Anthropology		
History		
Political Science		
Psychology		
Sociology		
Women's and Gender Studies		
MATH 1200	College Algebra ⁴	3
MATH 1320	Survey of Calculus ²	3
Natural Science course		3
One additional Math or Natural Science course ⁵		3
PHIL 1050	Introduction to Philosophy: Self and Reality	3
PHIL 2050	Ethics	3
THEO 1000	Theological Foundations	3
THEO 2xxx	Theology course	3
Total Credits		48

² Must be completed by the end of the sophomore year in order to enroll in business courses junior year. MATH 1510 Calculus I (0,4 cr) or higher-level calculus course may be substituted for MATH 1320 Survey of Calculus (3 cr).

³ Upper-division foreign language may be substituted; however, students for whom English is a second language may not complete this requirement in their native language.

⁴ Students who place out of MATH 1200 College Algebra (0,3 cr) (based on a Math Index score) must replace it with another approved math course.

⁵ MATH course must be approved.

Graduation Requirements

To be certified for graduation, a student must complete all course requirements and meet all of the following conditions:

- Apply to graduate.
- Earn a minimum 2.00 cumulative GPA in all SLU coursework; accounting students must earn a minimum 2.70 cumulative grade point average (GPA) in all SLU coursework and earn grades of "C" or higher in all courses that fulfill the major requirements; for all other majors, students must earn a minimum 2.00 cumulative GPA in all major courses that fulfill the major requirements.
- Earn a minimum 2.00 cumulative GPA in all business coursework taken at Saint Louis University.
- Complete the Arts and Sciences core as specified in the business school curriculum.
- Complete 30 of the final 36 credits at the St. Louis campus or an approved study abroad program.
- Complete at least 50% of business coursework in residence at the St. Louis campus.*
- Complete major course requirements in residence at the St. Louis campus.*

- Students transferring from the Madrid campus must complete a minimum of 40 credits of coursework, including a minimum of 30 credits of business coursework in residence at the St. Louis campus.*

* Students may pursue the economics, international business or marketing majors at the St. Louis campus and/or at the Madrid campus. The residency requirement then applies to courses taken at either campus.

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		
MATH 1200	College Algebra	3
BIZ 1000/1002	Business Foundations	1
ENGL 1900	Advanced Strategies of Rhetoric and Research ¹	3
Arts & Sciences Core ²		3
Arts & Sciences Core ²		3
Arts & Sciences Core ²		3
Credits		16
Spring		
MATH 1320 or MATH 1510	Survey of Calculus ¹ or Calculus I	3
ECON 1900	Principles of Economics	3
OPM 2070	Introduction to Business Statistics	3
CMM 1200	Public Speaking ¹	3
Arts & Sciences Core ²		3
Credits		15
Year Two		
Fall		
ACCT 2200	Financial Accounting	3
BTM 2000	Introduction to Business Technology Management	3
IB 2000	Introduction to International Business	3
Arts & Sciences Core ²		3
Arts & Sciences Core ²		3
Credits		15
Spring		
ACCT 2220	Accounting for Decision Making	3
BIZ 3000	Career Foundations ³	1
MGT 2000	Legal Environment of Business I	3
ECON 3120 or ECON 3140	Intermediate Macroeconomics or Intermediate Microeconomics	3

Arts & Sciences Core ²		3
Arts & Sciences Core ²		3
Credits		16
Year Three		
Fall		
MGT 3000	Management Theory and Practice	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
Arts & Sciences Core ²		3
Credits		15
Spring		
MGT 3400	Intro to Sports Management (Major)	3
Major: Sports Business Elective ⁴		3
OPM 3050	Introduction to Management Science and Operations Management	3
Arts & Sciences Core ²		3
Arts & Sciences Core ²		3
Credits		15
Year Four		
Fall		
MKT 3500	Sports Marketing (Major)	3
Major: Sports Business Elective ⁴		3
Arts & Sciences Core ²		3
Elective		3
Elective		3
Credits		15
Spring		
MGT 4400	Integrated Sports Business Planning (Major)	3
Major: Sports Business Elective		3
BIZ 4000	Business Capstone ⁵	1
MGT 4000	Strategic Management and Policy ⁵	3
Elective		3
Credits		13
Total Credits		120

¹ Must have completed by end of sophomore year.

² See list of Arts and Sciences core required for business students.

³ Must take second semester sophomore year unless studying abroad.

⁴ See list of sports business electives.

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

2+SLU

2+SLU programs are formal transfer agreements for students seeking an associate degree at a partner institution.

- Sports Business, B.S. (Jeffco 2+SLU)
- Sports Business, B.S. (STLCC 2+SLU)