

# CENTER FOR SPORTS MANAGEMENT

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**Jubilee Hall, Room 543**  
(973) 761-9707

**Faculty:** Grantham (*Director, Adviser*); McCarthy (*Internship Adviser*); Rothhoff

- Sport Management Major (B.S.B.) (<http://catalogue.shu.edu/undergraduate/stillman-school-business/center-sports-management/sport-management-major-bsb/>)

## **BSPM 1500 Intro to eSports (1 Credit)**

## **BSPM 1503 Intro to eSports (3 Credits)**

## **BSPM 1505 eSports - Event Marketing (3 Credits)**

## **BSPM 1535 Introduction to the Sport Industry (3 Credits)**

An introduction to the sport industry, growth trends in the industry, and careers in the industry, including an overview of management in the professional sport franchise; intercollegiate athletics, sport marketing and promotions; athlete representation; sport law; facilities management; the health club, spa, resort industry; and sport tourism. Offered: Irregularly. Limited to students with less than 60 credits. May be taken as a general elective only. Enrollment limited to students with a semester level of Freshman or Sophomore.

## **BSPM 4232 Sport Finance (3 Credits)**

Application of finance principles to the sport industry, including revenue sources, valuation issues, performance, and corporate sponsorships. Offered: Fall, Spring.

**Prerequisites:** BFIN 2201 and ECON 1402 and ECON 1403

## **BSPM 4330 Sport Law (3 Credits)**

The constitutional aspects of athletics with special attention toward procedural and substantive due process. The formation and conditions of contracts from both the management and individual's perspectives. The rights of athletes, coaches and management according to the ability of each to participate in the prospective sports; leagues and organizations. Strong emphasis on ethical concerns in the sport industry. Prerequisite: BLAW 2301. Offered: Fall, Spring.

**Prerequisites:** BLAW 2301 (may be taken concurrently)

## **BSPM 4530 Negot and Disp Resol in Sport (3 Credits)**

This course links both the science and the art of negotiation, but it is more "art" than "art appreciation." It will give students the opportunity to identify their strengths and weaknesses as negotiators and to work on their relative weaknesses. More fundamentally, the course will provide both a conceptual framework to diagnose problems and promote agreement in a range of settings.

## **BSPM 4535 The Management of Sport Organizations (3 Credits)**

This course examines the application of general principles of management to the sport industry and to the management of sport organizations in particular. The course provides the student with an overview of the sport industry, as well as the issues encountered by managers of sport organizations and how management techniques can be applied to effectively address these issues. Students will also consider the ethical and moral dilemmas facing sport managers and the sport industry as a whole. Offered Fall, Spring.

**Prerequisites:** BMGT 2501

## **BSPM 4536 Negotiations & Dispute Resolut (3 Credits)**

## **BSPM 4537 Global Sport Facilities Management (3 Credits)**

This course examines the real-time history and operations of sport facilities in the U.S. and throughout the world, largely through the use of the World Wide Web. Course content includes the study of: planning and design, services management, marketing and public relations, concessions, event and operations management, maintenance, funding, administration and franchise interaction. Prerequisite: BMGT 2501. Offered: Irregularly.

## **BSPM 4541 Sport Business Analytics (3 Credits)**

**Prerequisites:** BMKT 2601

## **BSPM 4548 Professional Sport Franchises (3 Credits)**

An examination of the basic business unit of American professional sports, the individual franchise. Topics of discussion include: the nature of ownership; franchise exclusivity; rights vested in the franchise; the creation of local broadcast rights and the building of regional sports networks; the reasons for building and upgrading venues and facilities; revenue maximization; hiring of skilled professional staff; strategic pricing; customer knowledge and relationship strategies. Via a case study method, students will review the success and failure of a variety of sports franchises.

Enrollment limited to students with a semester level of Junior or Senior.

## **BSPM 4590 Sport Management Co-op (0 Credits)**

## **BSPM 4591 Sport Management Co-op (0 Credits)**

## **BSPM 4592 Sport Management Co-op I (1 Credit)**

## **BSPM 4593 Sport Management Internship (2 Credits)**

## **BSPM 4594 Sport Management Co-op I (3 Credits)**

See Co-op Adviser. Prerequisite: Departmental approval prior to registration.

## **BSPM 4595 Sport Management Co-op II (3 Credits)**

See Co-op Adviser. Prerequisite: Departmental approval prior to registration.

## **BSPM 4596 Sport Management Co-op III (3 Credits)**

See Co-op Adviser. Prerequisite: Departmental approval prior to registration.

## **BSPM 4597 Directed Research - Sport Management (1 Credit)**

Prerequisite: Departmental approval prior to registration.

## **BSPM 4598 Directed Research - Sport Management (2 Credits)**

Prerequisite: Departmental approval prior to registration.

## **BSPM 4599 Directed Research - Sport Management (3 Credits)**

Prerequisite: Departmental approval prior to registration.

## **BSPM 4607 Sport Marketing (3 Credits)**

The applications of marketing science to all realms of the sport industry, including: professional sport; intercollegiate, interscholastic and amateur sport; and commercial and public sport and recreational facilities, clubs, resorts and service organizations. An introduction to sales as an element of marketing. A view of the international sport business and ethical issues in sport marketing. Offered: Fall, Spring.

**Prerequisites:** BMKT 2601

**BSPM 7220 Sport Finance (3 Credits)**

Analysis of the financial structure of sports organizations and activities. Specific review of professional sports leagues and teams, sports tours, minor leagues and college sports programs, as well as the financial management of private and public sports facilities. Issues relating to the various sources and uses of revenues and current controversies will be analyzed.

**Prerequisites:** (BMBA 9101 or BMBA 9113) and (BMBA 9102 or BMBA 9111) and (BMBA 9103 or BMBA 9112) and (BMBA 9104 or BMBA 9114)

**BSPM 7401 Sport Law (3 Credits)**

Examination of legal issues arising out of the areas of amateur and professional sport. Discussion of amateur sport includes the roles, rules and activities of the NCAA and questions involving amateurism, eligibility, sex discrimination and antitrust. Discussion of professional sport includes professional sport leagues, antitrust, labor relations, contractual questions and representation. Issues important in both areas will be discussed, including violence in sport, drug testing, tort issues, and sponsorships and endorsements.

**Prerequisites:** (BMBA 9101 or BMBA 9113) and (BMBA 9102 or BMBA 9111) and (BMBA 9103 or BMBA 9112) and (BMBA 9104 or BMBA 9114)

**BSPM 7535 The Management of Sport Organizations (3 Credits)**

The application of management concepts and theories to sport organizations and the sport industry. Includes issues of organizational design, public policy, human resources, labor relations and collective bargaining, ethical issues in sport and the globalization of the sport industry.

**Prerequisites:** (BMBA 9101 or BMBA 9113) and (BMBA 9102 or BMBA 9111) and (BMBA 9103 or BMBA 9112) and (BMBA 9104 or BMBA 9114)

**BSPM 7536 Negotiation and Dispute Resolution in Sport (3 Credits)**

This course links both the science and the art of negotiation, but it is more "art" than "art appreciation." It will give students the opportunity to identify their strengths and weaknesses as negotiators and to work on their relative weaknesses. More fundamentally, the course will provide both a conceptual framework to diagnose problems and promote agreement in a range of settings.

**BSPM 7538 Intl Sport Management (3 Credits)**

This course examines the management of sport in the global village. Examination of sport as a cultural phenomenon and a management challenge in differing political, social and economic systems will be undertaken. Prerequisite: BMBA 9111-9114. Offered: Irregularly.

**BSPM 7539 Global Sport Facilities Mgmt (3 Credits)**

This course examines the real-time history and operations of sport facilities in the U.S. and throughout the world, largely through the use of the World Wide Web. Course content includes the study of: planning and design, services management, marketing and public relations, concessions, event and operations management, maintenance, funding, administration and franchise interaction. Offered: Summer. 3 credits

**BSPM 7591 Sport Management I (3 Credits)**

Departmental approval required for registration. Offered: Fall, Spring, Summer.

**BSPM 7592 Sport Management II (3 Credits)**

Departmental approval required for registration. Offered: Fall, Spring, Summer.

**BSPM 7597 Directed Research-Sport Management (1 Credit)**

Departmental approval required for registration. Offered: Fall, Spring, Summer.

**BSPM 7598 Directed Research-Sport Management (2 Credits)**

Departmental approval required for registration. Offered: Fall, Spring, Summer.

**BSPM 7599 Directed Research-Sport Management (3 Credits)**

Departmental approval required for registration. Offered: Fall, Spring, Summer.

**BSPM 7600 Directed Research (3 Credits)**

**BSPM 7607 Sport Marketing (3 Credits)**

A strategic marketing examination of the sports industry. Sport events as marketing vehicles for corporations and brands, including licensing, merchandising, sponsorships and seasonal ticketing. The application of relationship marketing and database marketing to the sport industry.

**Prerequisites:** BMBA 9457