

SPORT MANAGEMENT MAJOR (B.S.B.)

Major in Sport Management

This interdisciplinary program includes courses in sport law, management, marketing, economics and finance, and prepares students for positions in professional and intercollegiate athletics and the industries that serve them. Students gain exposure to all facets of the business of sport, including sport sponsorship, team and league equity issues, player-management labor relations, and a wide variety of ethical dilemmas facing business professionals in both professional and amateur sport. The program prepares students for positions in sport management organizations; sport marketing firms; licensing and apparel marketing; radio and television programming; and events and facilities management. An integral part of the program is The Seton Hall Sports Poll, which provides opportunities for gaining significant sport marketing and sales experience.

Alpha Chi Lambda

Alpha Chi Lambda is the Sport Management Honor Society. In Spring 2001, the Center for Sport Management in the Stillman School of Business at Seton Hall University, having discovered no honor society in sport management programs nationally, founded *Alpha Chi Lambda*, the first Sport Management Honor Society. Requirements for nomination, which is awarded in either the junior or senior year, include a 3.4 GPA in 60 or more earned credits. Initiation occurs in the Spring of each academic year and members wear a royal blue cord at graduation.

The Sport Networking Association (SNA)

The Sport Networking Association (SNA) is one of the largest and most active student organizations in the Stillman School of Business. Comprising both graduate and undergraduate students, the organization provides an outlet for students to engage in the interactive learning of the business of sport through off-campus visits to sporting events and facilities, internships, guest speakers and more. The SNA also holds community service in the highest regard and works diligently to be a leader and facilitator of charitable activities at Seton Hall University and in the surrounding communities.

Sport Management Major Requirements*

Code	Title	Hours
BSPM 4232	Sport Finance	3
BSPM 4330	Sport Law	3
BSPM 4594	Sport Management Co-op I	3
BSPM 4595	Sport Management Co-op II	3
BSPM 4535	The Management of Sport Organizations	3
BSPM 4607	Sport Marketing	3
Sport Management Elective		3
Total Hours		21

* All Sport Management majors are required to complete two (2) department-approved internships. At the discretion of the Director, full-time industry employment or a zero-credit internship may be substituted for BSPM 4594 Sport Management Co-op I and/or BSPM 4595 Sport Management Co-op II.