



Sports and Entertainment Business Management

Contact: Dr. Cinnamon Brown

Phone: (573) 592-5192

Email: Cinnamon.Brown@westminster-mo.edu

The Sports and Entertainment Business Management major equips students with the knowledge and skills to pursue careers in sports (including professional teams and major college athletic departments, venues) and entertainment (including live and performing arts) industries. Students learn how to manage and lead sports and entertainment organizations with an emphasis on entrepreneurial thinking and leadership. Further, this program recognizes that, in many cases, sports and entertainment events are directly linked to tourism (visitor delivery), economic impact and even community economic development. The new program also prepares students to pursue opportunities with Sports Commissions.

No more than 40 credit hours in business courses may be counted toward the 122 credit hours required for graduation.

If any substitutions or waivers of requirements are allowed, please list below and initial.

Course #	Title of Course	Hours Completed	Semester Completed	Grade

MAJOR: Sports and Entertainment Business Management

Student's Last Name

First Name

Middle Initial

Advisor

Date Major Declared

Course #	Title of Course	Hours Completed	Semester Completed	Grade
Required Courses: (39-41 hrs.)				
BUS 220	Fundamentals of Management	3		
BUS 250	Principles of Marketing	3		
BUS 315	Sports Management	3		
BUS 318	Corporate Financial Management	3		
ACC 215	Principles of Financial Accounting	3		
ACC 216	Principles of Managerial Accounting	3		
BUS 399	Sports & Entertainment Internship	3		
BUS 400	Sports & Entertainment Business Policy (Capstone)	3		
ECN 211	Principles of Macroeconomics	3		
ECN 212	Principles of Microeconomics	3		
MAT 114	Elementary Statistics	3		
<u>or</u> ECN 235	Research Method in Economics and Business	3		
MAT 122	Calculus for the Social & Life Science	3		
<u>or</u> MAT 124	Calculus I	5		
Choose ONE of the Following:				
BUS 327	Operations Management	3		
<u>or</u> BUS 360	Decision Science	3		
<u>or</u> ECN 351	Managerial Economics	3		
Sports & Entertainment Electives (15 hrs.)				
Prerequisites; Junior Standing and completion of ACC 215, ACC216, BUS 220, BUS 250, and FIN 318				
Choose THREE of the following (9 hrs):				
BUS 328	Managerial Finance	3		
BUS 300 A	Sports Business Finance	3		
BUS 300 B	Sports & Entertainment Facility Operations/Logistics	3		
BUS 300 C	Sports & Entertainment Marketing	3		
BUS 300 D	Booking & Presenting Live Entertainment	3		
ECN 362	Sports Economics	3		
Choose ONE (3 hrs) from the above list or any other ABEMIS dept. course not otherwise required for the major				
	*	3		
Choose ONE (3 hrs) Speech Class				
SPE 101	Introduction to Speech Communication	3		
<u>or</u> SPE 220	Public Relations	3		
		Total Hours for Major:	54-56 hrs.	