CONCENTRATION IN SPORTS BUSINESS

The range of employers and careers in the sports world is extraordinarily broad. To prepare students for jobs across this field, the Gabelli School offers a secondary concentration in sports business. It combines three courses with an experience-based capstone component.

The Sports Business concentration can be pursued by Gabelli students as a secondary concentration only.

Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>MKBU 4454</td>
<td>ST: Sports Marketing</td>
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<tr>
<td>CMBU 4488</td>
<td>ST: Business of Sports Media</td>
<td></td>
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<tr>
<td>BLBU 4449</td>
<td>ST: Sports and the Law</td>
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Two of the following three courses: 6

Take EITHER the third course from the above group OR one of the following courses: 3

- BLBU 4436 ST: Business & Ethics of Sports
- INSY 3437 ST: Sports Analytics

Capstone requirement

The students may complete the capstone requirement in any of three ways:

- Presenting scholarly research at the conference of an organization such as the Sports and Recreation Law Association, the Collegiate Sports Research Institute, or the North American Society for Sports Management.
- Holding an approved one-semester internship in a sports field and writing a paper about the experience.
- Traveling during summer or winter break to get an international perspective on the business of sports and writing a paper about the experience.

For more information, please visit the Sports Business program website.

Updated: 03-17-2020