SPORT BUSINESS

A Multidisciplinary degree in Sport Business will prepare students with a base knowledge of business practices, which will make them essential in a wide variety of sports-related industries including agencies, organizations, schools and other institutions. Students will graduate with applicable skills, sport business expertise and valuable experience in the field.

DEGREES/CONCENTRATIONS

MULTIDISCIPLINARY STUDIES, B.A. IN SPORT BUSINESS

The Multidisciplinary Bachelors of Arts in Sport Business provides students a strong foundation for entrance into a sport-related business. The sport studies core provides the knowledge and skills necessary to interact with or work within sport industries including agencies, organizations, schools and other institutions. The business core provides the knowledge necessary to interact with various business departments in sport organizations and the skills needed to perform essential tasks within them.

Millersville University is located in a sport industry-dense region, thereby providing numerous locations for field study/internships. Three intercollegiate sport conference offices are located within 30 miles and NCAA Division I, II and III institutions are located within the region. In addition, within a 3-hour drive, there are 24 professional sport teams (NFL, MLB, NBA, WNBA, NHL, MLS and AFL), their affiliated venues/facilities, plus several minor league affiliations and higher education institutions with athletic departments. Lancaster County is also home to: the U.S. National Women’s Field Hockey team housed within Spooky Nook Sports, an innovative sports complex; an annual professional tennis tournament at Bent Creek Country Club; and numerous other sport-business related facilities (e.g. fitness clubs, golf courses, park and recreation associations, ice rinks and elite-level sport programs) within its borders. This wide variety of potential hands-on experience will attract students from the surrounding region and beyond.

LEARNING OBJECTIVES

• Students will be able to articulate, in written form and verbally, knowledge learned and appropriate applications across the sport industries
• Students will be able to critically reflect and demonstrate the ability to work independently as well collaboratively in teams
• Students will demonstrate an understanding and appreciation for ethical behavior in a sport industry setting
• Students will develop decision making skills and learn quantitative as well as qualitative methods of problem solving

COURSES WITHIN THE PROGRAM INCLUDE

BUAD 231 Principles of Marketing
BUAD 251 Principles of Management
BUAD 373 Management Skills
BUAD 405 Topics: Sports Marketing
WSSD 350 Sport in America
WSSD 454 Leadership Development in Sports
WSSD 483 Legal Aspects of Sport
WSSD 400 Internship

For additional coursework, go to: www.millersville.edu/sb

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