

# SPORTS BUSINESS, B.S.B.A.

The sports industry generates hundreds of billions of dollars each year. Major sports teams, universities and recreational leagues employ people educated in sports business to conduct daily business operations. At Saint Louis University's Richard A. Chaifetz School of Business (<https://www.slu.edu/business/>), students may pursue a Bachelor of Science in Business Administration in Sports Business or include a minor in sports business in addition to their chosen major.

Entire operational teams work behind the scenes of any sport. These operational teams include front-office management and operations, sports marketing and communication, licensing and representation, sponsorship development, the media and more. In addition, there are sports-related positions within other types of organizations, such as sports marketing for a corporation. A SLU degree in sports business provides sports-minded students with a head for business opportunities for careers in many fields.

## Curriculum Overview

Housed in the Chaifetz School of Business's Department of Management, SLU's sports business major is interdisciplinary and includes courses in management, marketing and economics. This mix of courses gives sports business students the skills needed for careers in college and amateur athletics, facility and event management, professional teams and leagues, sports merchandising, leisure and fitness, and sports media.

## Co-op<sup>3</sup> / Internships / Student Organizations

In today's competitive business environment, gaining career-related experience before graduation is imperative. Recognizing this necessity, the Chaifetz School of Business launched a novel approach to cooperative education called Co-op (<https://www.slu.edu/business/current-students/co-op.php>)<sup>3</sup>, enabling students to work full time for six months while simultaneously earning course credit and income to pay for college. Students engage in executive leadership training with their Co-op<sup>3</sup> supervisor and practice their new humanistic leadership skills while on the job.

Students pursuing a degree in sports business are strongly encouraged to complete a sports business internship. St. Louis' metropolitan location provides many internship opportunities that allow students to gain career-related work experience while applying classroom experiences to practice. In addition, many internships are paid, and students may often earn academic credit upon completion. In recent years, SLU's sports business students have interned with the New York Yankees, St. Louis Cardinals, St. Louis Blues, Kane County Cougars, Memphis Redbirds, SLU Athletics and many other organizations.

Whether or not a student chooses to earn course credit, the Chaifetz School of Business encourages all students to participate in at least one co-op or internship (or more!) to enhance their academic studies, understand the business world, develop business relationships and build work experience.

SLU's Sports Business Association was recognized as the 2023 business school student organization of the year. This club provides students the opportunity to learn about career paths in sports business and network with professionals from the area and beyond.

## Careers

Graduates from SLU's sports business program join a global network of nearly 20,000 alumni from the Richard A. Chaifetz School of Business. Recent alumni have gone on to work in a variety of fields, including:

- Sports manager
- Sports marketing
- Brand representative
- Stadium manager
- Leisure and fitness
- Sports media
- Event planning

## Admission Requirements

Begin Your Application (<https://www.slu.edu/apply.php>)

Saint Louis University also accepts the Common Application and the Coalition Application.

## Freshman

All applications are thoroughly reviewed with the highest degree of individual care and consideration to all credentials that are submitted. Solid academic performance in college preparatory coursework is a primary criterion in reviewing a freshman applicant's file.

To be considered for admission to any Saint Louis University undergraduate program, the applicant must be graduating from an accredited high school, have an acceptable HiSET exam score or take the General Education Development (GED) test.

## Transfer

Applicants must be graduates of an accredited high school or have an acceptable score on the GED or HiSET.

An official high school transcript and official test scores are required only of those students who have attempted fewer than 24 transferable semester credits (or 30 quarter credits) of college credit. Those having completed 24 credits or more of college credit need only submit a transcript from previously attended college(s).

Transfer students must have at least a cumulative 2.70 GPA to be admitted to the accounting program and a 2.50 GPA for all other majors. In reviewing a transfer applicant's file, the Office of Admission holistically examines the student's academic performance in college-level coursework as an indicator of the student's ability to meet the academic rigors of Saint Louis University.

## International Applicants

All admission policies and requirements for domestic students apply to international students, along with the following:

- You must demonstrate English Language proficiency (<https://catalog.slu.edu/academic-policies/office-admission/undergraduate/english-language-proficiency/>).
- [All academic records must include an English translation. An official course-by-course transcript evaluation may be required and accepted.](#)

## Tuition

Tuition/Fee	Cost Per Year
Undergraduate Tuition	\$58,960
University Fees	\$1,000

Additional charges may apply. Other resources are listed below:

Net Price Calculator (<https://www.slu.edu/financial-aid/tuition-and-costs/calculator.php>)

Cost of Attendance (<https://www.slu.edu/financial-aid/tuition-and-costs/cost-of-attendance.php>)

Information on Tuition and Fees (<https://catalog.slu.edu/academic-policies/student-financial-services/tuition/>)

Miscellaneous Fees (<https://catalog.slu.edu/academic-policies/student-financial-services/fees/>)

Information on Summer Tuition (<https://catalog.slu.edu/academic-policies/student-financial-services/tuition-summer-current/tuition-summer-current.pdf>)

## Scholarships and Financial Aid

There are two principal ways to help finance a Saint Louis University education:

- **Scholarships:** Scholarships are awarded based on academic achievement, service, leadership and financial need.
- **Financial Aid:** Financial aid is provided through grants and loans, some of which require repayment.

Saint Louis University makes every effort to keep our education affordable. In fiscal year 2025, 99.6% of first-time freshmen and 92% of all students received financial aid (<https://www.slu.edu/financial-aid/>) and students received more than \$517 million in aid University-wide.

For priority consideration for merit-based scholarships, apply for admission by Dec. 1 and complete a Free Application for Federal Student Aid (FAFSA) by Feb. 1.

For more information on scholarships and financial aid, visit the Office of Student Financial Services (<https://www.slu.edu/financial-aid/>).

## Accreditation

The Richard A. Chaifetz School of Business is accredited by the Association to Advance Collegiate Schools of Business (AACSB), the world's largest business education alliance and accrediting body of business schools, ensuring continuous quality improvement in terms of curriculum, instructional resources, student selection, career placement and intellectual contributions and qualifications of the faculty. Approximately 5% of business schools worldwide have achieved AACSB accreditation.

## Learning Outcomes

1. Graduates will be able to understand essential business concepts and how the various functional areas of business are related.
2. Graduates will be able to demonstrate knowledge of ethical concepts and corporate social responsibility, and be able to evaluate business problems from multiple ethical perspectives.

3. Graduates will be able to identify and structure business problems and propose actionable solutions to business problems, utilizing appropriate technology when applicable.
4. Graduates will be able to demonstrate effective written communication.
5. Graduates will be able to understand how cultures, politics, laws, ethics and economies influence and impact business and use tools and concepts to analyze and formulate an international business strategy.
6. Graduates will be able to demonstrate the ability to work effectively in teams.
7. Graduates will be able to access and develop both organizational and career networks.

## Requirements

The Sports Business B.S. requires eighteen major-specific credits in addition to coursework in the Business Common Body of Knowledge.

Code	Title	Credits
<b>UNIVERSITY UNDERGRADUATE CORE</b> ( <a href="https://catalog.slu.edu/academic-policies/academic-policies-procedures/university-core/">https://catalog.slu.edu/academic-policies/academic-policies-procedures/university-core/</a> )		<b>32-35</b>
<b>BUSINESS MAJOR REQUIREMENTS</b>		<b>78</b>
Program Requirements ( <a href="https://catalog.slu.edu/colleges-schools/business/#coretext">https://catalog.slu.edu/colleges-schools/business/#coretext</a> )		12
Business Common Body of Knowledge (CBK) ( <a href="https://catalog.slu.edu/colleges-schools/business/#coretext">https://catalog.slu.edu/colleges-schools/business/#coretext</a> )		48
<i>Sports Business Requirements</i> <sup>†</sup>		
MGT 3400	Intro to Sports Management	3
MGT 4400	Integrated Sports Business Planning	3
MKT 3500	Sports Marketing	3
<i>Sports Business Electives</i>		9
Select three of the following:		
ECON 4500	Sports Economics	
MGT 3301	Negotiations and Conflict Resolution	
MGT 3401	Intercollegiate Athletics Management	
MGT 3800	Project Management	
MGT 4401	Legal Issues Sports and Entertainment	
MGT 4403	Sports Analytics	
MGT 4914	Sports Business Internship	
<b>UNIVERSITY ELECTIVES</b> <sup>‡</sup>		<b>21</b>
<b>Total Credits</b>		<b>120</b>

<sup>†</sup> In addition to completing lower and upper-division coursework in all areas of business, each student typically selects a business major before or during the first semester of the junior year. 18 major-specific credit hours are required as determined by the appropriate department. To broaden their expertise, students may complete more than one major in business, or a major and a minor in business. Outside of the Business Common Body of Knowledge (CBK), however, a maximum of one business course (3 credit hours) may be used to fulfill requirements in two business majors/minors.

<sup>‡</sup> General electives may be selected from any area of study within the University, giving the student the opportunity to diversify their experiences. Students should consider University Undergraduate CORE attribute requirements when selecting electives.

## Continuation Standards

Sports business students must maintain a 2.00 cumulative grade point average (GPA) in all courses used to fulfill the major-specific course requirements.

Students will be on program probation if their GPA in major-specific courses used to fulfill major requirements falls below a 2.00. Students will have one semester to increase their major-specific cumulative GPA to a 2.00; if not, students will not be allowed to register for 3000- or 4000-level major-specific courses.

For more information regarding academic standing and dismissal from the University, see University Academic Policies and Procedures (<https://catalog.slu.edu/academic-policies/academic-policies-procedures/>).

## Roadmap

This roadmap is just one example of a semester-by-semester plan of study for this program. There are other plans students can and do take. The plan of study for each particular student is established in consultation with each student’s academic advisor; *this roadmap does not replace academic advising appointments.*

### Roadmap notes:

- This Roadmap assumes full-time enrollment unless otherwise noted.
- Courses/Milestones marked with an “!” are critical and must be completed in the semester listed in the Roadmap to ensure a timely graduation.
- Course availability and sequencing are subject to change.

Course	Title	Credits
<b>Year One</b>		
<b>Fall</b>		
BIZ 1000	Business Foundations (meets CORE 1500) <sup>1</sup>	1
CMM 1200 or CMM 1250	Public Speaking (meets CORE 1200) <sup>2</sup> or Communicating in Groups and Teams	3
CORE 1000	Ignite First Year Seminar <sup>1</sup>	2
CORE 1900	Eloquentia Perfecta 1: Written and Visual Communication <sup>1</sup>	3
CORE 3800	Ways of Thinking: Natural and Applied Sciences	3
	Elective in Business or Other Areas (MATH 1200, if appropriate)	3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
BIZ 1100/1002	Business in Action	1
BTM 2000	Introduction to Business Technology Management	3
CORE 1600	Ultimate Questions: Theology	3
CORE 1700	Ultimate Questions: Philosophy	3
ECON 1900	Principles of Economics	3
MATH 1320 or MATH 1510	Survey of Calculus (meets CORE 3200) <sup>2</sup> or Calculus I	3
<b>Credits</b>		<b>16</b>
<b>Year Two</b>		
<b>Fall</b>		
ACCT 2200	Financial Accounting	3

BTM 2500	Data Modeling, Analysis and Visualization	3
CORE 2500	Cura Personalis 2: Self in Contemplation	0
IB 2000	Introduction to International Business (meets University Core Attribute: Global Interdependence)	3
MGT 3000	Management Theory and Practice	3
OPM 2070	Introduction to Business Statistics	3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
ACCT 2220	Accounting for Decision Making	3
BIZ 3000	Career Foundations (meets CORE 3500) <sup>3</sup>	1
CORE 3400	Ways of Thinking: Aesthetics, History, and Culture	3
ECON 3120 or ECON 3140	Intermediate Macroeconomics or Intermediate Microeconomics	3
MGT 2000	Legal Environment of Business I	3
MKT 3000	Introduction to Marketing Management	3
<b>Credits</b>		<b>16</b>
<b>Year Three</b>		
<b>Fall</b>		
CORE 2800	Eloquentia Perfecta 3: Creative Expression	3
ECON 3120 or ECON 3140	Intermediate Macroeconomics or Intermediate Microeconomics	3
ENGL 4000	Professional Writing	3
MGT 3400	Intro to Sports Management	3
PHIL 2050	Ethics (meets University CORE Attribute: Dignity, Ethics & a Just Society)	3
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
FIN 3010	Principles of Finance	3
OPM 3050	Introduction to Management Science and Operations Management	3
	Sports Business Major Elective	3
	Sports Business Major Elective	3
	Elective that Satisfies University Core Attribute: Identities in Context	3
<b>Credits</b>		<b>15</b>
<b>Year Four</b>		
<b>Fall</b>		
CORE 4000	Collaborative Inquiry	3
CORE 4500	Reflection-in-Action	0
MKT 3500	Sports Marketing (Sports Business Major requirement)	3
	Sports Business Major Elective	3
	Elective in Business or Other Areas	6
<b>Credits</b>		<b>15</b>
<b>Spring</b>		
MGT 4000	Strategic Management and Policy <sup>5</sup>	3
MGT 4400	Integrated Sports Business Planning (Sports Business Major requirement)	3
	Electives in Business or Other Areas	7
<b>Credits</b>		<b>13</b>
<b>Total Credits</b>		<b>120</b>

<sup>1</sup> Must complete in first 36 credit hours at SLU.

<sup>2</sup> Must complete in first 60 credit hours at SLU

<sup>3</sup> Must take second semester sophomore year unless studying abroad.

<sup>5</sup> Must have completed all other Business Common Body of Knowledge courses.

## 2+SLU

2+SLU programs provide a guided pathway for students transferring from a partner institution.

- Sports Business, B.S.B.A. (Jeffco 2+SLU) (<https://catalog.slu.edu/academic-policies/office-admission/undergraduate/2pluslu/jeffco/sports-business/>)
- Sports Business, B.S.B.A. (MAC 2+SLU) (<https://catalog.slu.edu/academic-policies/office-admission/undergraduate/2pluslu/mac/sports-business/>)
- Sports Business, B.S.B.A. (STLCC 2+SLU) (<https://catalog.slu.edu/academic-policies/office-admission/undergraduate/2pluslu/stlcc/sports-business/>)

## Contact Us

For questions about undergraduate business programs, please email [slubiz@slu.edu](mailto:slubiz@slu.edu) or call 314-977-3800.