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The B.B.A. in Sports Management major offers a balance between business theory and sports management, preparing you for a career in an industry that the Sports Department has seen grow exponentially. You will see the application of business principles in the sports industry at building

- Facility and event management
- Game and event administration
- Sales and promotion practices for meeting organizational goals
- Sports organization management
- Effective leadership
- Strategic planning and creative problem solving

: A

The Sports Management program places a heavy emphasis on putting your education to work. All Sports Management majors will