



Sport Management | Major

“Many doors have been opened for me as a Sport Management major and because of my involvement in the Sport Management Association (SMA). The SMA led me to my internship with the Philadelphia Eagles, which I would not have received without the knowledge and experience I’ve gained from Alvernia.”—Lori Medvidik '09, Coatsville, PA

PROGRAM HIGHLIGHTS IN BRIEF

The sport industry, ranked one of the twenty largest industries in the United States, provides a wealth of opportunities for students aspiring to become business professionals in the sport world. Alvernia University’s Sport Management degree provides students with the knowledge and skills to make a difference in the \$350 billion sport industry. This interdisciplinary and comprehensive program provides students not only with specific competencies in management, marketing, communications, law, economics, ethics, computer literacy, finance and accounting as they relate to sport, but also provides the critical thinking, writing and problem-solving skills needed to be successful in today’s workplaces.

INTERNSHIP OPPORTUNITIES

Internships are an integral part of Alvernia’s Sport Management program. Alvernia has embraced and taken full advantage of the fact that Berks County and Reading citizens are sport enthusiasts—illustrated by Reading’s recent ranking in *Street & Smith’s Sports Business Journal* as the #5 best minor league sports market in the nation. This has created unparalleled opportunities in the sport industry, including the opportunity to create a professional network spanning the United States and the world.

ACCREDITATION

Alvernia University’s Business Department, including its major in Sport Management, is accredited by the Accreditation Council for Business Schools and Programs (ACBSP). For information explaining the benefits of earning a degree from an ACBSP accredited program, please visit www.acbsp.org or send an email to info@acbsp.org.



HONOR SOCIETY

Alvernia University’s Business program sponsors the Lambda Zeta chapter of the Delta Mu Delta Honor Society through its accrediting body, ACBSP. Delta Mu Delta is an honor society for Juniors, Seniors and graduate students that recognizes scholarship in Business Administration. Membership in Delta Mu Delta is limited to the top twenty percent of the Junior, Senior and graduate classes. Becoming a member is an honor indicative of earnest, intelligent purpose, and achievement.

SPORT MANAGEMENT ASSOCIATION

The Sport Management Association (SMA) is open to any Alvernia University undergraduate or graduate student who is interested in sport. The mission of the SMA is to promote sport and the field of sport management, to support Alvernia student-athletes, to provide educational experiences and career training opportunities and to embody and advance the mission of Alvernia University, “to learn, to love, to serve”, by enriching the lives of youth in the Reading and surrounding areas through sport.

PHI BETA LAMBDA

Phi Beta Lambda (PBL) provides opportunities for post-secondary and undergraduate students to develop vocational competencies for business and office occupations and business teacher education. The specific goals are to promote competent, aggressive business leadership, understand American business enterprise, establish career goals, encourage scholarship, promote sound financial management, develop character and self-confidence and to facilitate transition from school to work.

The Alvernia University PBL chapter has won many awards on both state and national levels. Since its formation in 1988, the Chapter has become well-known for its excellence, earning the prestigious Hollis & Kitty Guy (national) Gold Seal Award of Merit six times. In competitions, the Alvernia PBL Chapter regularly participates in state and national workshops and conferences, is active in campus projects and completes community service projects.

CAREER OPPORTUNITIES

Graduates in Sport Management are prepared to move on to exciting and rewarding careers in the following sport industry segments:

Spectator Segment

- Professional, Collegiate, and Interscholastic Sports
- Professional Tour Events (Pro Cycling Tour, LPGA)
- Sport Governing Bodies (NCAA, MLS, IOC, ACC, PIAA)
- Sport Marketing Companies

Participant Segment

- Sport and Recreation Facilities
- Health, Fitness and Sport Clubs
- Sport Events (tournaments, races)
- Sport Camps

Consumer Segment

- Sporting Good Manufacturers
- Sporting Good Retailers

CURRICULUM OVERVIEW

Bachelor's Degree Requirements:

Students must complete the basic Liberal Arts core requirements (see catalog) and:

Business Core Requirements (33 credits)

BUS 101	Financial Accounting	
BUS 200	Managerial Accounting I	-OR-
BUS 250	Accounting Principles	
BUS 206	Management Principles	
BUS 207	Marketing Principles	
BUS 342	Business Law	
BUS 410	Financial Analysis	
BUS 411	Corporate Finance	
BUS 426	Strategic Management	
BUS 438	Business Seminar	
ECON 248	Macroeconomics	
ECON 249	Microeconomics	
MAT 208	Introductory Statistics	-OR-
MAT 209	Probability and Statistics	

Sport Management Core Requirements (21 credits)

BUS 308	Sales and Sales Management	
BUS 305	Accounting Information Systems	-OR-
BUS 311	Principles of Management Information Systems	
SM 201	Introduction to Sport Management	
SM 210	Sport in Society	
SM 310	Facility and Event Management	
SM 325	Sport Marketing, Promotions and Fundraising	
SM 445	Sport Management Seminar	

Students completing a Sport Management major are also strongly advised to take SM/BUS 441 Cooperative Education in Sport Management

Sport Management Requirements for Minor (19 Credits)

BUS 101	Financial Accounting
BUS 206	Management Principles
SM 201	Introduction to Sport Management
SM 210	Sport in Society
SM 310	Facility and Event Management
SM 325	Sport Marketing, Promotions and Fundraising

Students completing a Sport Management minor are strongly advised to take BUS 308 Sales and Sales Management.

CONTACT INFORMATION

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