



ROCHESTER UNIVERSITY

SPORT STUDIES

RU's undergraduate sport management program started almost 25 years ago, and we have been successful in guiding many students to careers in the sport industry. Our students are exposed to a unique blend of business fundamentals along with specific courses in sport management.

We prepare our students for success in the large and expanding global sport industry, which is expected to grow to \$599.9 billion by 2025 and to \$826 billion by 2030, according to the Business Research Company. The U.S. Bureau of Labor Statistics expects the job market in the sport industry to grow 10-15 percent within the next decade. Join us and combine your love of sports with a foundation in sport studies and prepare for a successful career in sports.

YOU HAVE AN EPIC STORY TO TELL

College should be more than just getting a degree. At RU, we prepare you for your professional and personal future. Our combination of general education classes — in addition to your major courses — will give you **equipment for living** so that you can live an **EPIC** life.

- EXPLORE.** Understand the world in all its beauty, diversity and complexity.
- PREPARE.** Gain knowledge and skills to serve in your business or organization.
- INTEGRATE.** Connect and apply knowledge in your professional and personal life.
- CALLING.** Discern what God has called you to be and do.



WHAT CAN I STUDY?

SPORT MANAGEMENT

Our Bachelor of Business Administration in Sport Management combines a strong foundation in business with specialized focus in sports, including courses in sports marketing, legal aspects of sports, and sport analytics. You'll also participate in a Sports Management internship to gain practical experience. Graduates will be prepared for a variety of careers in the sports industry.

SPORT MANAGEMENT: ESPORTS & GAMING ADMINISTRATION

The Esports and Gaming Administration program prepares graduates with a blend of business fundamentals and sports management knowledge needed to work across industries while also developing the skills to manage the gaming industry and the growing role of Esports within it.



WHAT WILL I LEARN?



CRITICAL THINKING

Professional graduates think critically and apply systems thinking to decision making.



PROBLEM SOLVING & APPLICATION

Professional graduates apply functional area concepts and theories appropriately.



PROFESSIONAL COMMUNICATION

Professional graduates communicate effectively by preparing and delivering oral and written presentations using appropriate technologies.



ETHICAL AND SOCIAL RESPONSIBILITY

Professional graduates align personal, professional, and organizational conduct with ethical and professional standards of conduct including an understanding of corporate social responsibility.



VOCATIONAL AWARENESS

Professional graduates demonstrate an understanding of God's ongoing story in the world and their responsibility to God, self, organization, and the world as a part of that ongoing story.



SPORT INDUSTRY AWARENESS

Professional graduates demonstrate an understanding of financial, ethical, legal, and socio-cultural issues in today's world and how each applies to various aspects of the sports industry.



MARKETING THE SPORTS PRODUCT

Professional graduates apply fundamental marketing concepts to the sports industry and understand the unique aspects of the sports product, the sports consumer, and the sports marketplace.

WHAT ABOUT MY CAREER?

After graduation, a bachelor of business administration degree in sport management will help you attain jobs in these related fields:

- Commercial/professional sport administration
- College and high school administration
- Youth, high school and college coaching
- Fitness center management
- Recreation management
- Sport promotions
- Event management
- Sport marketing
- Sport public relations
- Sport merchandising and equipment company managers



MASTER of ARTS in SPORT LEADERSHIP

After finishing your bachelor's degree, you can advance to RU's Master of Arts degree in Sport Leadership, which provides an extensive curriculum to equip you with the necessary leadership skills for today's sport industry and for your future in the fast-changing field of sport. The 33-credit-hour degree is offered in a 15-month shared cohort model with entry points in the fall and spring. Enrollment for each cohort is limited to 12 individuals. Each cohort will begin the program with a required orientation and intensive course on RU's campus. A travel intensive to locations throughout the U.S. will be required during the summer.

WHAT OUR ALUMNI SAY:



JON HORST
General Manager
Milwaukee Bucks
CLASS OF 2006



The people at Rochester University gave me much more than an education. I am successful today because people in the RU community took the time to build one-on-one relationships with me and make big investments in me.

GREAT TEAMS NEED GREAT LEADERS.