

## BUAD 359: TOPICS IN SPORTS MANAGEMENT

This course gives students in the minor the opportunity to synthesize and reflect on business fundamentals as they relate to sports management. It introduces the student to sport management career opportunities and to sport principles as they apply to management, leadership style, communication, motivation, and entrepreneurship. Students will have the opportunity to examine the fundamental components of sports management through research, investigating such topics as: personnel issues, event and facility management, marketing, promotions, leadership, budgeting, fundraising, ethics, sport law and public relations.

This is designed to be the final course in the Sports Management minor.

**Credits:** 3

**Prerequisites:**

BUAD 200

BUAD 230

**Department:** [Business](#)