

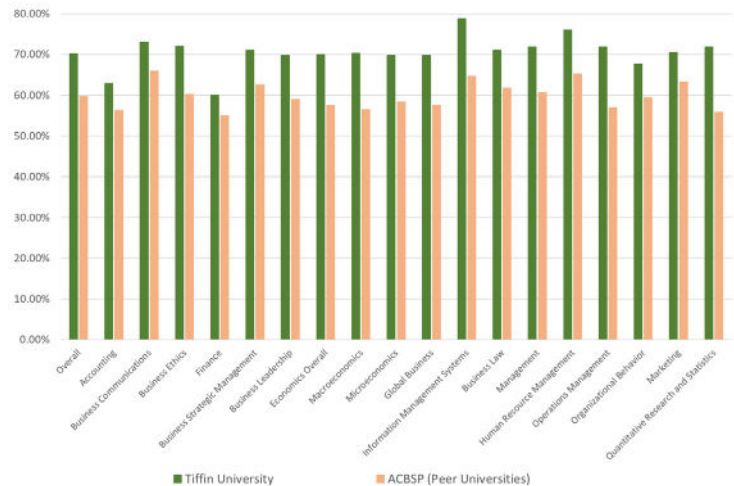


## ACADEMIC PATHWAY

# BACHELOR OF BUSINESS ADMINISTRATION IN SPORTS MANAGEMENT

### Why Tiffin University School of Business?

The faculty within the School of Business at Tiffin University bring theory and practice together in the classroom. They also have both an academic background and practical knowledge from industry. This means that graduates from the School of Business at Tiffin University have a distinct advantage when entering the workforce. The Peregrine exam, a widely adopted assessment across many colleges and universities nationwide, measures the business knowledge that soon to be graduates have across all aspects of business. The chart (right) illustrates how Tiffin University performed compared to peer institutions for the fall 2023 semester.



### What is Sports Management?

Tiffin University's BBA in Sports Management is a hands-on, professional program that combines key business skills with an in-depth understanding of the business of sport. Covering club management, facilities development, sponsorships, branding, media contracting and sports analytics, students will gain the knowledge, skills and experience needed to turn a lifelong passion for sports into a life-enriching career.

### Why study Sports Management?

Students will be thoroughly prepared through an active, hands-on sports management education with real-world experience and the opportunity to develop a professional network ready to help launch their careers.

### What can I do with a Sports Management degree?

The BBA in Sports Management is designed to prepare students for career opportunities in a wide range of sport-related areas. These include professional and amateur sports organizations and sports-related industries such as the manufacturing and marketing of sports equipment and services. Additionally, students may work for national governing sport bodies (sport federations), facilities, clubs or agencies representing athletes and brands.

### How much will I earn with a Sports Management degree?

With a degree in Manufacturing Management, graduates may be able to secure roles with annual incomes such as these:

- Sports Agency and Management - \$128,470
- Sport Events - \$113,470
- Spectator Sports - \$110,850
- Sport Promoters - \$113,470
- College Coach or Scout - \$69,900
- Secondary School Coach - \$51,550
- Recreation - \$52,040
- Fitness Trainer - \$45,380
- Umpire, Referee, Official - \$36,010



## What is your pathway to graduation for a Sports Management major, with a concentration in Athletic Administration?

YEAR 1	
FIRST YEAR FALL	FIRST YEAR SPRING
ENG141 Rhetoric and Intro Research and Writing	ENG142 Rhetoric and Academic Writing
MAT185 Quantitative Reasoning	MAT273 Applied Statistics I
DLT101 Digital Literacy and Technology Readiness	COM130 Intro to Speech Communication
DEC100 Dragon Education: Engage	CST285 Spreadsheet Application and Data Analysis for Decision Making
SMG160 Introduction to Sports Management	ACC210 Financial Accounting
YEAR 2	
SECOND YEAR FALL	SECOND YEAR SPRING
CORE LIST*	NAT130 Foundations of Healthy Living
MGT201 Management of Organization	LAW211 Business Law
ECO221 Principles of Macroeconomics	ECO222 Principles of Microeconomics
MKT151 Marketing	DEC200 Dragon Education: Explore
SMG220 Principles of Athlete Development	SMG315 Supervision in Sports
YEAR 3	
THIRD YEAR FALL	THIRD YEAR SPRING
FIN301 Business Finance	Open Elective Any
DEC300 Dragon Education: Connect	Open Elective (200 level or above)
SMG360 Business of Sports	SMG405 Sports Analytics
Open Elective Any	Open Elective Any
SMG370 Sports Management Professional Development	LAW260 Legal Issues in Sports
YEAR 4	
FOURTH YEAR FALL	FOURTH YEAR SPRING
DEC400 Dragon Education: Impact	MGT495 Organizational Strategy
SMG325 Facilities Design and Management	Open Elective (200 level or above)
SMG375 Sport Governance & Administration	SMG450 Revenue Generation and Sponsorship
Internship	Open Elective (200 level or above)
Open Elective (200 level or above)	Open Elective (200 level or above)

## What is your pathway to graduation for a Sports Management major, with a concentration in Esports?

YEAR 1	
FIRST YEAR FALL	FIRST YEAR SPRING
ENG141 Rhetoric and Intro Research and Writing	ENG142 Rhetoric and Academic Writing
MAT185 Quantitative Reasoning	MAT273 Applied Statistics I
DLT101 Digital Literacy and Technology Readiness	COM130 Intro to Speech Communication
DEC100 Dragon Education: Engage	CST285 Spreadsheet Application and Data Analysis for Decision Making
SMG160 Introduction to Sports Management	ACC210 Financial Accounting
YEAR 2	
SECOND YEAR FALL	SECOND YEAR SPRING
GMI Intro to Games	NAT130 Foundations of Healthy Living
MGT201 Management of Organization	LAW211 Business Law
ECO221 Principles of Macroeconomics	ECO222 Principles of Microeconomics
MKT151 Marketing	DEC200 Dragon Education: Explore
ESMI Intro to Esports	CORE LIST

YEAR 3	
THIRD YEAR FALL	THIRD YEAR SPRING
FIN301 Business Finance	Open Elective Any
DEC300 Dragon Education: Connect	ESMII Convention Event and Tradeshow
SMG360 Business of Sports	SMG405 Sports Analytics
ESMIII Distribution of Games	Open Elective Any
SMG370 Sports Management Professional Development	LAW260 Legal Issues in Sports
YEAR 4	
FOURTH YEAR FALL	FOURTH YEAR SPRING
DEC400 Dragon Education: Impact	MGT495 Organizational Strategy
Open Elective (200 level or above)	Open Elective (200 level or above)
Open Elective Any	SMG450 Revenue Generation and Sponsorship
Internship	Open Elective (200 level or above)
Open Elective (200 level or above)	Open Elective (200 level or above)

### What is your pathway to graduation for a Sports Management major, with a concentration in Sports Marketing?

YEAR 1	
FIRST YEAR FALL	FIRST YEAR SPRING
ENG141 Rhetoric and Intro Research and Writing	ENG142 Rhetoric and Academic Writing
MAT185 Quantitative Reasoning	MAT273 Applied Statistics I
DLT101 Digital Literacy and Technology Readiness	COM130 Intro to Speech Communication
DEC100 Dragon Education: Engage	CST285 Spreadsheet Application and Data Analysis for Decision Making
SMG160 Introduction to Sports Management	ACC210 Financial Accounting
YEAR 2	
SECOND YEAR FALL	SECOND YEAR SPRING
CORE LIST*	NAT130 Foundations of Healthy Living
MGT201 Management of Organization	LAW211 Business Law
ECO221 Principles of Macroeconomics	ECO222 Principles of Microeconomics
MKT151 Marketing	DEC200 Dragon Education: Explore
Open Elective Any	SMG235 Sports Marketing & Promotions
YEAR 3	
THIRD YEAR FALL	THIRD YEAR SPRING
FIN301 Business Finance	Open Elective Any
DEC300 Dragon Education: Connect	MKT253 Marketing Communications
SMG360 Business of Sports	SMG405 Sports Analytics
Open Elective Any	SMG335 Sports Media Technology
SMG370 Sports Management Professional Development	LAW260 Legal Issues in Sports
YEAR 4	
FOURTH YEAR FALL	FOURTH YEAR SPRING
DEC400 Dragon Education: Impact	MGT495 Organizational Strategy
MKT370 Digital Marketing	Open Elective (200 level or above)
Open Elective (200 level or above)	SMG450 Revenue Generation and Sponsorship
Internship	Open Elective (200 level or above)
Open Elective (200 level or above)	Open Elective (200 level or above)



### Can I choose a minor?

MINOR OPTIONS			
MARKETING		LEADERSHIP	
COURSE NAME	CREDITS	COURSE NAME	CREDITS
MKT252 Buyer Behavior	3	SOC101 Principles of Sociology	3
MKT253 (SP) Marketing Communications	3	LDR220 Introduction to Leadership	3
MKT354 Personal Selling	3	LDR440 (SP) Theory and Application of Leadership	3
MKT402 Marketing Research	3	COM441 Organizational Communication	3
MKT404 SP Global Marketing	3	PSY250 Social Psychology	3
		LDR415 Leading with Cultural Intelligence	3

### Enhance your degree with a designation.

MINOR OPTIONS			
DESIGNATION 1		DESIGNATION 2	
COURSE NAME	CREDITS	COURSE NAME	CREDITS
PSY211 Introduction to Sport Psychology	3	SOC280 Sport in American Society	3
PSY250 Theories of Personality	3	SOC360 Multicultural Issues in Society	3

### Dual Enrollment/4+1

Our BBA to MBA 4+1 program offers a seamless transition for students to accelerate their business careers. Designed to equip students with advanced skills, this program combines foundational business knowledge with specialized MBA coursework, allowing students to earn both degrees in just five years. We offer nine concentrations, allowing for a diverse and well-rounded education that complements any BBA. With a focus on practical learning and real-world application, graduates are ready to lead in today's competitive business environment.

YEAR 4	
FALL	SPRING
MKT523 Marketing Management Term 1 Fall	MGT526 Quantitative Research Term 2 Fall
MGT522 Management and HR Term 1 Spring	MGT621 Organizational Analysis Term 2 Spring

## Stay on track!

### YEAR 1

- Explore Sports Management: Take introductory courses to understand the field and its various aspects.
- Build a Strong Foundation: Focus on core courses and network with peers and professionals.
- Get Involved: Immerse yourself in campus activities! Join clubs and organizations to gain practical experience.
- Meet with an Advisor: Regularly meet with an academic advisor to ensure you are on track with your degree requirements. Maintain a solid GPA.
- Meet with your Faculty Mentor: Develop a relationship with your faculty advisor. Learn about industries or jobs that you are interested in.

### YEAR 2

- Declare Your Major: Declare sports management as your major and consider adding a minor, certificate or endorsement to your academic plan.
- Internship: Seek internships or opportunities to shadow professionals in the field to gain practical experience at the end of your sophomore year.
- Develop Marketable Skills: Take courses, complete certificates or workshops to develop skills such as data analysis and communication.
- Networking: Continue networking with professionals in the field to learn about potential career paths and opportunities. Meet with career services to check your resume.
- Meet with your Faculty Mentor: Continue to cultivate a positive relationship with your faculty advisor. Learn more about how your degree will help you in the field you are pursuing.

### YEAR 3

- Advanced Courses: Take advanced courses to deepen your knowledge in a specific area of interest.
- Gain Practical Experience: Pursue additional internships or part-time jobs to build your resume.
- Professional Development: Attend conferences, workshops or webinars to stay updated with industry trends and expand your skills.
- Career Planning: Start planning for post-graduation, such as researching potential employers or graduate programs. Attend career fairs, participate in on-campus interviews and plan your job search strategy.
- Meet with your Faculty Mentor: Discuss potential internship opportunities. Ask for help to ensure that you are prepared for interviews to land that perfect role.

### YEAR 4

- Dual Enrollment Opportunities: Apply to take up to four MBA courses during your senior year to get a head start on your MBA.
- Graduate School Applications: If interested in pursuing a graduate degree, start preparing and submitting applications.
- Job Search: Begin your job search by applying to entry-level positions and participating in career fairs or networking events. Join state and national professional organizations.



# TIFFIN UNIVERSITY

155 Miami Street,  
Tiffin, Ohio 44883  
800.968.6446  
[TIFFIN.EDU](http://TIFFIN.EDU)