



UNIVERSITY OF
BRIDGEPORT



**Take the first steps toward an exciting
career in Sport Management**

**| Bachelor of Science
in Sport Management**

Table of Contents

Why a Degree in Sport Management?	3
Why UB?	4
Earn your degree in Sport Management at University of Bridgeport	6
Meet the Dean	7
Curriculum	8
Admission Requirements	9
Financial Aid	10
Student Resources and Support	11



■ Why a Degree in Sport Management?

Earn a degree that's focused on your future

The way people engage with their favorite athletes and sports teams is changing, and the need for Sport Management professionals is growing. Advancements in technology and a growing fanbase have created the need for professionals skilled in the management and administration of eSporting events. If working at the forefront of this evolving field sounds exciting to you, then a Sport Management degree could be a great fit for your future!

With a degree in Sport Management, you'll develop a comprehensive understanding of the management, coordination, and marketing of sporting events. UB's Sport Management graduates go on to have meaningful careers as athletic directors, sports marketers, event coordinators, sports managers, and more! Whether you're looking to work in collegiate sports or the field of eSports, earning your bachelor's degree in Sport Management will transform you into a skilled and knowledgeable professional ready to work in a variety of fields.

■ Why UB?

Achieve a career at the center of gaming and athletics

Tailor your degree based on your interests and goals

At University of Bridgeport, depending on your goals, you can choose between a concentration in eSports, Sports Marketing, or a minor in eSports. No matter which path you choose, you'll be learning from experts in their fields. UB's faculty come from varied professional and educational backgrounds. Their diverse backgrounds and teaching strategies will give you the foundation you need to jump-start a rewarding career in Sport Management.

Sharpen the skills you use every day

Regardless of whether you choose to begin your career after earning your bachelor's degree or continue your education with a graduate degree, you should enter your career with the skills and knowledge you need to succeed in any professional setting. In addition to learning the legal and ethical aspects of Sport Management, you'll develop the critical thinking, communication, and collaboration skills employers seek. You'll be prepared to enter any number of roles with the necessary skills to achieve your career goals.

Your career possibilities are endless

A degree in Sport Management will make you a versatile and highly sought-after job candidate after you graduate. The skills you'll gain apply to a wide variety of career paths, meaning your opportunities are almost limitless.

Graduates of University of Bridgeport's Sport Management program go on to pursue rewarding careers as:

- Athletic directors
- Event coordinators
- Facilities managers
- Sports agents
- Sports managers
- Sports marketers
- And more!

Earn your degree in one of two ways

At UB, you can choose to pursue a Bachelor of Science in Sport Management with a concentration in either Sports Marketing or eSports. Both concentrations are offered on a traditional four-year timeline. Our Sport Management program is composed of an in-depth curriculum designed to set you up for success in a variety of fields, including sports marketing, event promotion, and other areas of athletics. No matter what your career goals are, the Sport Management program at University of Bridgeport truly has something for everyone.

1 eSports concentration

This track prepares you for a career in eSports administration and management at the scholastic, collegiate, and professional levels. You'll learn effective broadcasting strategies and explore contemporary issues facing eSports and professional gaming. Graduates of UB's eSports concentration go on to have rewarding careers working for video gaming companies and eSports organizations.

2 eSports minor

A minor in eSports is designed to provide you with the practical knowledge and experience for a career in eSports administration and management at the scholastic, collegiate, and professional levels. This 15-credit minor covers video gaming technology and provides an understanding of the different hardware and software components used in eSports. You'll explore the financial, legal, and ethical practices within eSports, as well as the business administration side of eSports ventures. You'll also learn effective broadcasting strategies and the components of media used in eSports, including streaming, writing strategies, play-by-play, production, and more!

3 Sports Marketing concentration

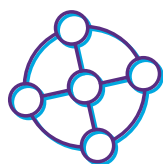
This track prepares you with the knowledge and experience you need to influence the careers of the athletes you work with. The Sports Marketing concentration puts you on the path toward a rewarding and dynamic career marketing sporting events and teams. You'll have access to internship opportunities in the University's athletics departments to advance your experience working with athletes.

Earn your degree in Sport Management at University of Bridgeport



A focus on career-readiness

Earning your Sport Management degree can lead to a fulfilling career with high salary potential, and University of Bridgeport will prepare you for success in the field. Our curriculum is tailored to give you the skills and experience you need to pursue any career in Sport Management. With internship opportunities available through our numerous community partnerships, you'll be ready for a variety of positions once you graduate.



A vibrant campus community

We believe your personal life is just as important as earning your degree — that's why we offer countless opportunities for you to get involved on campus. At UB, you'll find yourself surrounded by a diverse student body with classmates from over 25 countries. With 80+ career-focused degree programs and 50+ clubs and organizations, there's something for everyone here. As you immerse yourself in our community, you'll have access to internship and leadership opportunities that will serve as a launchpad for your future career.



At UB, we put you first

At University of Bridgeport, we take a student-centered approach to learning. Our expert faculty are dedicated to giving you the one-on-one attention you deserve, and we offer a variety of resources such as counseling services, financial aid, our Knight's Pantry, student involvement opportunities, and more. While earning your degree, UB will be with you every step of the way!



■ Meet the Dean



Say 'Hello!' to the Dean of the College of Engineering, Business, and Education, Khaled Elleithy, Ph.D.

Welcome to the College of Engineering, Business, and Education of the University of Bridgeport Innovation College!

The College of Engineering, Business, and Education prepares its students for unique opportunities, rewarding distinguished professions, and eminent careers in an ever-evolving futuristic economy. Our unique programming is professionally-oriented, innovative, and interdisciplinary in nature, enabling our students to progress to truly exceptional careers in the 21st century modern economy and within future disciplines and themes that are yet to emerge.

The College is locally, regionally, and globally known to have strong ties to the modern economy and industry, providing all our students with unique co-ops and internships in industry, government, academia, and school districts while they study at UB, along with exceptional job placement upon graduation.

The Innovation College serves as a think tank for new ventures in the emerging world of STEM-oriented markets, innovative business solutions, and creative educational methodologies. The College's mission is to develop a world-class trained workforce that helps in the continuing growth of industries and communities in Connecticut and all parts of the world where its graduates work and live.

Welcome to UB's Innovation College!

Sincerely,

Khaled Elleithy, Ph.D.

Dean of the College of Engineering, Business, and Education



■ Curriculum

For complete curriculum details, please visit [our website](#).

Admission requirements and tuition information updated for the 2023-2024 academic year.

Admission Requirements

- Complete the application for enrollment at bridgeport.edu/apply
- Submit transcripts
 - Submit proof of high school completion or its equivalent
 - Submit transcripts from all colleges and universities attended (transfer applicants)
- Students must have a minimum cumulative GPA of 2.5
- First-year students must submit a personal essay (optional if you choose to submit SAT/ACT scores)

Admission requirements and tuition information updated for the 2023-2024 academic year.



Financial Aid

Paying for college doesn't have to be stressful. At University of Bridgeport, there are a variety of financial aid programs available to you, including scholarships, grants, and student loans that need to be repaid, and work-study opportunities that provide a regular paycheck. The Office of Student Financial Services is ready to connect with you and guide you toward achieving your goals of a college education.

Check out our [financial aid page](#) to find out how University of Bridgeport can help you pay for your education.

Admission requirements and tuition information updated for the 2023-2024 academic year.



Student Resources and Support

At University of Bridgeport, we are committed to helping our students succeed. That's why we offer resources and support services to help you reach your personal and professional goals!

<h2>Academic Resources</h2> <ul style="list-style-type: none"> • Academic Advising Center (AAC) • Admissions • Financial Aid • Registrar's Office 	<h2>Academic Supports</h2> <ul style="list-style-type: none"> • Career Preparation • The Heckman Center • Wahlstrom Library
<h2>Personal Support Services</h2> <ul style="list-style-type: none"> • Counseling Services • Health Services • Knight's Pantry • Student Accessibility Services 	<h2>Student Experience</h2> <ul style="list-style-type: none"> • Clubs and Organizations • Events • Greek Life • Recreation
<h2>Professional Development</h2> <ul style="list-style-type: none"> • Career Development Services 	



**UNIVERSITY OF
BRIDGEPORT**



Contact us today!

Call: 203-576-4552

Text: 203-275-0401

bridgeport.edu/sportmanagement

The University of Bridgeport is accredited by the New England Commission of Higher Education. The University also is accredited by the Connecticut Office of Higher Education.

©2023 University of Bridgeport
126 Park Ave
Bridgeport, CT 06604