



Small Class Sizes
This ensures that you'll receive personal attention from faculty.



There are many internship, networking, and employment opportunities throughout CT.

99%

of UB students received financial aid.

(Fall 2021)

Bachelor of Science in Sport Management

Work toward an exciting career with a degree in Sport Management.

The way people engage with their favorite athletes and sports teams is changing, and the need for sport management professionals is growing. A degree in sport management opens you up to a dynamic career managing, coordinating, and marketing sports events and teams. Graduates of UB's Bachelor of Science in Sport Management go on to have exciting careers as athletic directors, sports marketers, event coordinators, sports managers, and more!

Gain real world experience.

The Sport Management program at UB prepares you with the knowledge and experience you need to influence the careers of the athletes you work with. In this program, you'll gain the skills you need to stay up to date in this demanding field, working with world-class athletes and athletic programs. At University of Bridgeport, you can choose from two concentrations.

eSports concentration

Combine your passion for gaming and sports management with a concentration in eSports.

You'll work with UB's expert faculty to learn event marketing, business skills, and eSports management. UB's eSports concentration leads you to an exciting career working for top video gaming and eSports companies.

Sport Marketing concentration

In this program, you'll gain the skills and experience needed to turn your love of sports into a rewarding and dynamic career marketing sports events and sports teams. UB's expert faculty will prepare you to generate revenue, promote sales, and advertise the teams and athletes you work with.



Curriculum

Core Courses		
ACCT 101	Principles of Accounting I	3
ACCT 103	Managerial/Cost Accounting	3
BLAW 251	Business Law I	3
BUAD 101	Introduction to Business	3
BUAD 102	Business Communications	3
BUAD 382	Senior Project/Internship	3
CAIS 101	Statistics	3
CAIS 191	Computer Concepts	3
CAIS 201	Introduction to Business Analytics	3
ECON 201	Principles of Economics - Macro	3
ECON 202	Principles of Economics - Micro	3
ENGL 202	Advanced Composition (For Business)	3
FIN 209	Managerial Finance	3
MGMT 200	Work Force Dynamics	3
MGMT 301	Operations Management	3
MGMT 320	Business Planning	3
MGMT 350	Business Policy and Strategy	3
MKTG 205	Principles of Marketing	3
Sport Management Electives		
SPMT 140	Intro. To Sport Management	3
SPMT 200	Ethics in Sport Management	3
SPMT 303	Legal Aspects of Sport Management	3
SPMT 301	Sport Event Management	3
MGMT 350	Sport Marketing and Promotion	3
PSCY 355	Sports Psychology	3
	Free Electives	15

Total Core Courses: 54 credits

Sport Management Electives: 18 credits
General Education Requirements: 33 credits
Free Electives: 15 credits

Total Credits: 120

eSports Concentration		
ESPT 220	Introduction to eSports	3
ESPT 305	Gaming Hardware and Software	3
ESPT 315	eSports Business	3
ESPT 320	eSports Broadcasting	3
ESPT 325	Contemporary Issues in eSports	3

Total Credits: 15

Admissions requirements

- Complete the application for enrollment at www.bridgeport.edu/apply.
- Submit transcripts.
 - Submit proof of high school completion or its equivalent.
 - Submit transcripts from all colleges/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).

Possible careers

- Athletic Director
- Event Coordinator
- Facilities Manager
- Sports Agent
- Sports Manager
- Sports Marketing
- And more!

View all courses offered and read full course descriptions in our course catalog (www.bridgeport.edu/academics/course-catalog).

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.

