

# Management (BA) with an Emphasis in Sports and Entertainment Management

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*This program is offered by the George Herbert Walker School of Business and Technology/Management Department and is not available at the St. Louis main campus.*

*The BA in management is accredited by the Accreditation Council for Business Schools and Programs (ACBSP).*

## **Program Description**

The management program examines the relationship between an organization, its leaders and employees. This program is designed to help students develop the competencies as both a business professional and scholar practitioner with the capabilities to drive growth and innovation. In this program, students will acquire skills necessary to effectively manage people, analyze management problems, develop sound business practice and communicate effectively.

## **Emphasis in Sports and Entertainment Management**

The emphasis in sports and entertainment management is designed to provide students, with the knowledge, skills and tools necessary to succeed in the business-side of sports and entertainment, in addition to the skills provided in the management core curriculum. The administration of academic and professional sports and athletic franchises is a large and growing business both in the United States and around the world. Sometimes overlooked but also important, is the large and growing business of using professional sports venues to regularly host live entertainment events (concerts, ice events, children's shows). Recognizing the importance of both sports and entertainment, this program is designed to be an all inclusion approach so graduates of the program have what is necessary to