

SPORTS & ENTERTAINMENT MANAGEMENT



LA ROCHE UNIVERSITY



THE SPORTS & ENTERTAINMENT MANAGEMENT MAJOR

offers a dynamic curriculum that blends theoretical knowledge with hands-on experience to prepare students for various careers.

The program includes a required internship, giving students the opportunity to apply their skills, gain valuable experience and expand their professional networks before graduation.

At the conclusion of the program, graduates will:

1. Master key concepts, issues and strategies in sports and entertainment.
2. Build specialized skills in marketing, legal and risk management within the industry.
3. Cultivate professional abilities in ethics, presentation and communication.

The Sports & Entertainment Management major is a program in the Business Group at La Roche University, but due to it being a new program, it is not yet accredited by the Accreditation Council for Business Schools and Programs, a leading specialized accreditation association for business education.



CURRICULUM

MAJOR REQUIREMENTS

Complete all 7 courses – 21 credits

- Sports & Entertainment Management
- Sports & Entertainment Marketing
- Logistics Management
- Sports & Entertainment Law
- Sports Governance & Policy
- Risk Management in Sports & Entertainment
- Sports & Entertainment Internship

MAJOR ELECTIVES

Select any 3 courses – 9 credits

- Advertising & Public Relations
- Case Studies Using Advanced Excel
- Writing for Broadcast & Social Media
- Brand Management
- International Finance
- Nonprofit Marketing
- Management Information Systems
- Database Management

BUSINESS CORE COMPONENT

48 credits

- Macroeconomics
- Microeconomics
- Fundamentals of Management
- Digital Literacy
- Accounting I
- Accounting II
- Business Law I
- Managerial Accounting

Continued

LA ROCHE UNIVERSITY | 9000 Babcock Blvd. | Pittsburgh, PA 15237 | laroche.edu

Freshman Admissions

844-838-4578 | 412-536-1272
admissions@laroche.edu

Transfer Admissions

412-536-1260
transferadmissions@laroche.edu

CURRICULUM *(continued)***BUSINESS CORE COMPONENT***(continued)*

Organizational Behavior
 Marketing Management
 Human Resources Administration
 Financial Management
 Financial Institutions
 International Business Management
 Operations Management
 Seminar in Business Policy

BUSINESS SKILLS COMPONENT*9 credits*

Calculus for Business
or Finite Mathematics
 Probability & Statistics
 Professional Presentations

ACADEMIC CORE CURRICULUM*34 credits***FOUNDATIONS OF KNOWLEDGE***15 credits*

Academic Reading and Writing
 Academic Writing and Research
 College Algebra
 Oral Communication

LA ROCHE EXPERIENCE*4 credits*

LRX: Foundations
 Investigating Social Problems

BREADTH OF KNOWLEDGE*12 credits*

Natural and Physical World
 Human Expression
 Values and Ethics
 Global Perspectives

DEPTH OF KNOWLEDGE*3 credits*

Interdisciplinary Inquiry

CORE ELECTIVES*3 credits*

Any Breadth of Knowledge Area Course **or**
 One additional Interdisciplinary Inquiry

General electives can be fulfilled using any course selections inside or outside the Business Group programs. Total credits required for graduation: 120 minimum.

