



in partnership with



NJCU SCHOOL OF BUSINESS @ FT. MONMOUTH

Bachelor of Science in Sports Management

Earn your bachelor's degree close to home.

Start at BCC and finish at NJCU @ Fort Monmouth.

The B.S. in Sports Management provides students with a combination of sport business theory and practical experience to prepare them for a successful career in the sport management industry. The U.S. Bureau of Labor Statistics predicts that job growth in sports management will grow faster than average for some areas of the field through 2026 because of expansion due to multibillion-dollar profits from the sports industry.

This dynamic program is comprised of both classroom and hands-on practice with two required internships through the business field experiences. Our program immerses you in the multifaceted world of sports and entertainment where you will be exposed to the latest industry tools and best practices while mastering the contemporary digital and entrepreneurial skills that give you a competitive edge.

Why Choose NJCU For Your Degree?

- Ranked "Best Bang for Your Buck" Among Public Universities in the Northeast with easy transfer of credits
- Classes offered close to home, online, in-person and blended to fit your busy life
- Extensive and relevant degree options in high demand fields for existing job holders, business professionals and career changes alike
- Full-time NJCU business faculty teach, advise, and provide personalized support to students
- NJCU School of Business programs are accredited by ACBSP — a global standard of excellence in business education
- Access to specialized services for BCC students and transfers including academic advising, special speakers and business focused career counselors to help you find an internship or co-op close to home in a field of your choice

NJCU School of Business proudly partners with Brookdale Community College to offer students the opportunity to earn bachelors and master's degrees in a wide range of programs previously unavailable to residents in central and southern New Jersey.

NJCU offers students a seamless path to earning a bachelor's degree through our Dual Admissions program! See your academic advisor to begin planning your path to transfer.

Contact Information:

njcu.edu/brookdale
brookdale@njcu.edu
 201-200-3230

NJCU B.S. in Sports Management From BCC A.S. in Business Administration

PROGRAM STRUCTURE

The program will consist of 11 interdisciplinary courses known as the common core for all business disciplines (33 credits), and up to 10 specialization courses (30 credits). *The BCC A.S. in Business Administration is designed for those students who desire to transfer to a baccalaureate program in business.*

BROOKDALE GEN. ED. REQ.		CR.	NJCU EQUIV.	CR.
Communication		9		
ENGL 121	English Composition: The Writing Process	3	English Comp I	3
ENGL 122	English Composition: Writing & Research	3	English Comp II	3
SPCH 115	Effective Speech	3		
Humanities		3		
HIST 105 or 106 or ENGL 235 or 236		3		
Social Sciences		3		
PSYC 105 or PSYC 106		3		
Humanities or Social Science		3		
PHIL 227 or SOCI 101		3		
Math/Science/Technological & Information Literacy Competency		14		
Mathematics				
MATH 145	Algebraic Modeling	4		
MATH 156		3	MA 164 Pre-Calc for Business (4) or ECON 221 Analytics for Business and Economics (3)	3 or 4
<i>Sciences (Lab Science)</i>		4	Lab Science	3
<i>Technological or Information Literacy Competency</i>				
COMP 129		3		
Total General Education Credits		32		
Career Studies Requirements		18		
BUSI 105	Introduction to Business	3	MGMT 110 Life is Good Business*	3
ECON 105	Macro Economics	3	ECON 207	3
ECON 106	Micro Economics	3	ECON 208	3
ACCT 101	Principles of Accounting I	3	ACCT 251	3
ACCT 102	Principles of Accounting II	3	ACCT 252	3
ECON 225	Business Statistics	3	BUSI 203	3
Career Studies Choices		9		
BUSI 205	Principles of Management	3	MGMT 211	3
BUSI 221	Business Law I	3	MGMT 235 Business Law I: Legal Environment of Business	3
MRKT 101	Intro to Marketing	3	MKTG 231	3
MATH 176	Business Calculus	4	MATH 200*	3
Total Credits		60		

* No longer required by NJCU.

NJCU SPORTS MANAGEMENT		CR.	BCC EQUIV.	CR.
Common Core Requirements (33 credits—some satisfied to the left)				
BUSI 241	Global Business**	3	BUSI 251	3
MGMT 225	Business Enterprise Applications	3		
MGMT 251	Operations and Project Management Fundamentals**	3	BUSI 245	3
FINC 371	Managerial Finance (ECON 208, ACCT 252, MATH 164 or ECON 221)	3		
MGMT 411	Business Policy (FINC 371)	3		
Major Requirements (27 credits)				
MGMT 337	Principles of Sports Management	3		
MGMT 230	Business Communications Essentials**	3	COMM 102	3
MGMT 314	Facilities Management	3		
MGMT 313	Event and Meeting Planning Management	3		
MGMT 320	Fundraising and Sponsorship	3		
MGMT 322	Sports and Entertainment Law for Business Students	3		
MGMT 302	Field Study I**	3	Marketing or Hospitality internship	3
MGMT 403	Field Study II	3		
MGMT 411	Management Analytics (ECON 203, MGMT 211, MATH 164 or ECON 221)	3		
MGMT 490	Capstone: Current Topics in Sports Management (co-requisite MGMT 411)	3		

** Course Not Required in Curriculum for BCC.

Electives as needed and approved by department.

Students are encouraged to use electives for a second major or minor. See academic advisors for details.

Ready to Take the Next Step?

At NJCU, we offer many different ways for you to get the answers you need to move forward with your educational and professional goals. Connect with the NJCU School of Business and Admissions representatives at an upcoming event tailored just for you. We offer everything from informal online coffee chats, to virtual instant decision days, Zoom webinars, Instagram Live chats, guest speaker sessions, and more.

For more information on upcoming events, visit:
njcu.edu/transfer-events



ACBSP
Accredited
Programs



For More Information:

njcu.edu/brookdale • brookdale@njcu.edu • 201-200-3230