

# THE CLEARY BUSINESS ARTS™ CURRICULUM



## SPORTS PROMOTION AND MANAGEMENT

Diverse, exciting and well-paying jobs await you when you choose a career in sports promotion and management from Cleary. Do you want to be close to the action on the field, do you prefer more flexibility in your work, or are you looking for a job that involves the business component of sports promotion and management? This degree offers all three and so much more.

At Cleary, we prepare students to serve as business leaders in the sports industry by offering courses in accounting and finance, business law, international business, risk management, marketing and promotions, sports law, contract negotiations, operational aspects of sports venue management, leadership development and real-world experiences that will prepare you for a leadership position in the competitive world of sports. An internship is part of the curriculum. Students will apply textbook theory to sports management disciplines through hands-on work experience.

## Career opportunities available in Sports Promotion and Management

Cleary sports promotion and management graduates have a wide range of jobs of their choosing. These include sports event managers, sports financial advisors, sports marketers, scouts, sports agents, coaches, athletic directors, athletic trainers, fitness center managers, public relations directors, operations manager, and more. The field is wide open with a degree from Cleary in sports promotion and management.

## The Cleary Mind™ gives Cleary graduates a competitive advantage

Cleary University instills in our students the following professional skills:

**Critical Thinking**

**Effective  
Communication**

**Problem Solving**

**Creative  
Thinking**

**Persuasion**

**Entrepreneurship**

**Leadership**

**Ethics**

The Cleary Mind™ is the core of who we are and what distinguishes us from other universities. As students begin their academic career here – online or on campus – they learn and apply attributes of The Cleary Mind™ throughout their program, and by the time they graduate, The Cleary Mind™ has become their way of thinking, leading and living. That's why employers want to hire Cleary graduates. They not only have the workplace competencies to master their new job, but they also are ready to serve as creative and critical thinkers, problem solvers, effective and persuasive communicators, and ethical leaders, mentors and entrepreneurs. They exceed the expectations of employers!

\* The Key Attributes Employers Seek on Students' Resume, NACE Center, 11/30/17. The Top 10 Traits Employers Want in Business School Graduates, GoodCall, 8/17/18. College vs Business Training: What Do Employers Want?, Wharton, University of Pennsylvania, 2/11/16. 8 Essential Skills Every Employer Looks For In Recent Graduates, Inc 10/13/15. What Employers Really Look For in Recent College Graduates, USA Today, 7/22/15. What Employers Are Looking For When Hiring Recent College Grads, Forbes, 7/6/15. New College Grads: Who employers want to hire, CBS News Money Watch, 1/20/15. What Employers Want From MBAs This Year, Poets & Quants, 5/19/14. The 10 Skills Employers Most Want In 2015 Graduates, Rorbes, 11/12/14. What Employers Want, GraduateOpportunities.com



## SPORTS PROMOTION MANAGEMENT CURRICULUM PATHWAY - SINGLE MAJOR BBA IN BUSINESS MANAGEMENT

COURSE		CATEGORY	CREDITS
YEAR ONE	FALL	ENG 1000 English Composition	GE ENG/COM 3
		PHL 1200 Critical Thinking in an Illogical World	GE HUM 3
		BUS 1100 Introduction to Organizations	BBA Core 3
		TCM 1000 The Cleary Mind Professional Skills	GE ELE SS 3
		MIS 1000 Applied Business Tools	BBA Core 3
		Total Credits	15
	SPRING	ENG 1100 Discourse and Delivery	GE ENG/COM 3
		ECO 1000 Introduction to Macroeconomics	GE SS 3
		COM 1400 Speech Communications	GE HUM 3
		QLR 1000 Data Foundations	GE MTH 3
		SCI 1500 The Science of Well-Being	GE NS 3
		Total Credits	15
YEAR TWO	FALL	ECO 2000 Introduction to Microeconomics	BBA Core 3
		OPM 2000 Operations Management	BBA Core 3
		ACC 1000 Introduction to Financial Accounting	BBA Core 3
		MKT 2200 Introduction to Marketing	BBA Core 3
		ELE Elective Course	ELE 3
		Total Credits	15
	SPRING	LAW 2900 Business Law	GE SS 3
		HRM 2800 Introduction to Human Resources Mgmt	BBA Core 3
		ACC 2000 Introduction to Managerial Accounting	BBA Core 3
		NTR 2000 Nutrition for the Active Adult with Lab	GE NS 3
		ELE Elective Course	ELE 3
		CAR 1050 Navigating Academic and Life Challenges	Prog Course 1
Total Credits	16		
YEAR THREE	FALL	COM 3200 Organizational Communication in a Global Environment	BBA Core 3
		MGT 3400 Managing Projects and Processes in Organizations	BBA Core 3
		DMA 4200 Data Analysis in Business	BBA Core 3
		FIN 3000 Introduction to Corporate Finance	BBA Core 3
		ELE Elective Course	ELE 3
		Total Credits	15
	SPRING	BUS 3500 Strategic Management	BBA Core 3
		PHL 4010 Culture of Ethics	BBA Core 3
		BUS 3000 Emerging Business Technologies	BBA Core 3
		SEM 4100 Sports/Event Marketing, Promotion, and Public Relations	Course Major 3
		Elective Course	ELE 3
		Total Credits	15
YEAR FOUR	FALL	MGT 4071 Organizational Behavior	BBA Core 3
		LED 4010 Leadership Theories and Applications	BBA Core 3
		SEM 4200 Sports Financial Analytics	Course Major 3
		SEM 4400 Sports and Event Law	Course Major 3
		CAR 3060 Navigating Future Career and Life Challenges	Prog Course 2
		Total Credits	14
	SPRING	LED 4900 Leadership Seminar	Prog Course 3
		SEM 4500 Sport/Event Negotiations, Contracts, and Risk Management	Course Major 3
		SEM4650 Sports Promotion Management Leadership Development	Course Major 3
		Elective Course	ELE 3
		Elective Course	ELE 3
		Total Credits	15
TOTAL CREDITS			120