

Sport Business



Program Overview

The B.A. in Sport Business at Capital University equips students with the essential business acumen and industry-specific expertise needed to thrive in the dynamic world of sports. Housed within Capital's School of Management and Leadership (SoML), this program integrates core business principles with hands-on, experiential learning. Students gain in-depth knowledge in sport marketing, finance, event and stadium operations management, and law, preparing them for careers in professional sports, collegiate athletics, high school athletics, sport governing bodies, and corporate sport sponsorship.

Careers and Placement

Capital students and graduates have secured internships and full-time roles with the Columbus Crew, Chicago Bears, Cleveland Cavaliers, Blue Jackets, The Walt Disney Company, and more. Whether your passion is sport marketing, stadium and facility management, ticket sales and sponsorship, or law and governance, Capital's Sport Business degree provides the skills, connections, and experience needed to succeed in this competitive industry.

Experiential Learning

Experiential learning is at the core of Capital's B.A. in Sport Business program, providing students with real-world experience beyond the classroom. Students work on live-client projects with professional sports organizations, gain hands-on event operations experience at major sporting events like the Super Bowl and NCAA Championship, and secure internships with top teams, leagues, and media companies. Networking events and mentorship opportunities connect students with industry leaders, enhancing career prospects. With a focus on applied learning, Capital ensures graduates enter the workforce with the skills, experience, and connections needed to succeed in the competitive sports industry.

What Our Grads Are Doing Now:

Stadium Operations

Athletics Administrator

Recreational Sports Management

Sport Law & Governance

Sponsorship Sales

Community Organizations

You'll Be Prepared To:

- Display fundamental knowledge of the different settings and roles within sport business organizations
- Analyze challenges faced by sport business manager
- Demonstrate professional skills and attributes appropriate for a professional sport business manager
- Effectively communicate in both verbal and written forms

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Four Year Sample Curriculum

First Year, Fall

Intro to Business
College Algebra
First Year Seminar
Reading Writing
College Success

First Year, Spring

Marketing Principles
Elementary Statistics
Speaking and Listening
Ethical Thought
Intro to Sport Business

Second Year, Fall

Financial Accounting
Business Law
Critical Issues in Sport
Macro OR Micro Econ
Selected Topic in Sport

Second Year, Spring

Managerial Accounting
Organizational Behavior
Sport Marketing
Cultural Pluralism
Natural Science Lab

Third Year, Fall

Natural Science
International Business
Finance
Sport Revenue Generation
Professional Development

Third Year, Spring

MIS
Business Ethics
Fine Arts
Stadium Operations
Religion

Fourth Year, Fall

Operations Management
Sport Law
Business Elective
Natural Science

Fourth Year, Spring

Business Policy
Global Systems
Capstone
Business Electives

All courses subject to availability and advisor approval. All undergraduates must demonstrate that Signature Learning goals have been met.

Symposium on Undergraduate Research

Program Specific Organizations

Delta Sigma Pi

Pride of the Purple



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Learn More



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