

SPORTS BUSINESS

The Major in Sports Business and the Certificate in Sports Business both provide students with unique opportunities to explore the dynamic intersection of business and sports. While the major offers a comprehensive, in-depth exploration of the sports industry, incorporating a wide range of human, business, and societal aspects, the certificate serves as a focused supplement for students in business disciplines who wish to enhance their understanding of the sport business sector.

The major allows for a more tailored and holistic educational experience, enabling students to customize their studies and develop both theoretical and practical skills. It includes a required experiential learning component, such as placement or applied projects, giving students direct exposure to real-world sports business environments. In contrast, the certificate offers a more condensed curriculum, while still practical, does not require an experiential learning component. Instead, it provides students with the opportunity to engage with applied content and case studies, focusing on equipping them with relevant skills and insights for the sport industry.

Both programs feature an interdisciplinary curriculum aligned with the United Nations' emphasis on sport's role in realizing the Sustainable Development Goals (SDGs), highlighting ethical, sustainable, and socially responsible practices in sports business. Additionally, they foster an ethical disposition among students interested in leadership roles in community-based and elite sport settings.

Students in both programs will benefit from a deep connection with the range of sport, health, and wellness resources on campus, in our region and beyond, including the Scott McCain & Leslie MacLean Centre for Sport, Business and Health, the Athletics Department, and various local industry and community partners.

Programs

The Bachelor of Commerce is a well-established, foundational degree and requires the requirements listed below alongside general graduation requirements (<https://smu-ca-public.courseleaf.com/undergraduate/faculties/sobey-school-business/bachelor-commerce/>).

Major in Sports Business

The Major in Sports Business offers students a unique and well-rounded education by blending core business principles with a deep understanding of the sports industry. This program goes beyond traditional sport management by integrating diverse aspects of human behavior, socio-cultural influences, and business fundamentals to provide students with a holistic and dynamic perspective on the ever-evolving sports landscape. Students will develop both analytical and practical skills, enabling them to navigate the complex intersections of sports, business, and society.

Faculty from both the Sobey School of Business and the Faculty of Arts will contribute to the program introducing key themes like data analytics, sports marketing, sport management, and sports economics together with socio-cultural analysis on sport grounded in sociology, philosophy, the history of sport, and diversity & inclusion studies.

As part of its real-world engagement, students Majoring in Sports Business would be able to include a dedicated for credit experiential learning course with several options to complete the required experiential learning component of the program. These opportunities allow students

to transform theory into practice, providing valuable preparation for vocational pathways.

Students with an interest in the **Major in Sport Business** are encouraged to seek advising early from an Academic Advisor or Program Coordinator.

In addition to the general requirements to complete a Bachelor of Commerce degree, students majoring in Sports Business must complete the requirements listed below. Students should consult an Academic Advisor to help plan how to distribute these requirements throughout their program.

Students are responsible to schedule their classes to meet prerequisite requirements for their advanced courses.

Major Requirements:

Code	Title	Credit Hours
Foundation Courses - Six (6) credits		6
BCOM 2000	The Business of Sports	
HWSS 2000	Health, Wellness and Sport in Society: An Introduction	
Consolidation Courses		
<i>Select twelve (12) credits from the following courses:</i>		12
ACCT 3380	Accounting and Financial Management for Sports	
CMLW 3301	Sports Law	
ECON 4300	Sports Economics	
MKTG 4480	Sports Marketing	
MGMT 4484	Human Resources in Sports	
MGSC 4400	Data Analytics in Sports	
Integrity and Social Responsibility Topics		
<i>Select six (6) credits from the following courses:</i>		6
BCOM 3300	Sports & Sustainability	
HWSS 3001	Philosophy of Sport	
HWSS 3002	Sport, Diversity, & Inclusion	
HWSS 3003	Sport Governance	
Capstone Experience		
<i>Complete one of the following courses to satisfy the three (3) credits requirement of Experiential Learning:</i>		3
BCOM 3000	Sport Experiential Learning	
HWSS 3000	Sport Experiential Learning	
Total Credit Hours		27

Notes:

- ¹ In addition to all other requirements for the major, a minimum GPA of 2.2 out of 4.3 is required in all nine (9) courses counting for the Major in Sports Business.
- ² Students should take note of the required pre-requisites for the HWSS courses.
- ³ The following courses will be rolled out according to this schedule: Human Resources in Sports (MGMT 4484) and Sports Economics (ECON 4300) in Fall 2025; Data Analytics in Sports (MGSC 4400), Accounting and Financial Management for Sports (ACCT 3380), and Philosophy of Sport (HWSS 3001) in Winter 2026; Sports & Sustainability (BCOM 3300), Sports Law (CMLW 3301), Sport, Diversity,

& Inclusion (HWSS 3002), and Sport Governance (HWSS 3003) in Fall 2026; and Sport Experiential Learning (BCOM 3000) in Fall 2027.

Certificate in Sports Business

The Certificate in Sports Business is designed to augment existing BComm major programs with a focused examination of the sport business industry. This certificate is structured around a comprehensive curriculum that weaves together elements from sport, business, wellness, and other areas such as history, psychology, sociology, and more. This diverse curriculum fosters inter-departmental collaboration and innovative thinking and provides students with the ability to pair the certificate with the major of their choice.

Students with an interest in the Certificate in Sports Business are encouraged to seek advising early from an Academic Advisor.

Admission

- Students currently enrolled in the Bachelor of Commerce program are eligible to apply to the certificate program.
- Students may concurrently complete the Certificate in Sports Business with the Bachelor of Commerce program. This certificate may not be completed alone.
- Students majoring in Sports Business at Saint Mary's University are not eligible for this program.

To be awarded the Certificate in Sports Business, at least nine (9) credit hours must be completed at Saint Mary's University. Credit will not automatically be recognized for university courses completed more than ten (10) years prior to the students return to university study.

A minimum grade point average of at least 2.0 in the certificate program courses is required for graduation with the Certificate.

Students registered in the certificate program must complete eighteen (18) credit hours:

Code	Title	Credit Hours
Foundation Courses		
BCOM 2000	The Business of Sports	3
HWSS 2000	Health, Wellness and Sport in Society: An Introduction ^{1,2}	3
Consolidation Level Courses		
ECON 4300	Sports Economics	3
MGSC 4400	Data Analytics in Sports	3
MKTG 4480	Sports Marketing	3
MGMT 4484	Human Resources in Sports	3
Total Credit Hours		18

¹ A minimum GPA of a 2.0 out of a 4.3 is required in these courses.
² Students should take note of Health, Wellness and Sport in Society: An Introduction (HWSS 2000) pre-requisites.
³ Up to a total of three (3) credit hours of the Consolidation Level Courses may be substituted with a course from the approved list below. Students may consult with the Program Director/Coordinator, on an individual basis, for approval of courses not listed and may fulfill the cluster requirement.
⁴ The following courses will be rolled out according to this schedule: The Business of Sports (BCOM 2000) in Winter 2025; Human Resources in

Sports (MGMT 4484) and Sports Economics (ECON 4300) in Fall 2025; Data Analytics in Sports (MGSC 4400) in Winter 2026.

Approved Arts, Science, and Sport, Health, & Wellbeing courses

Cross-disciplinary studies to promote responsible and equitable management practices are eligible for inclusion within the *Certificate in Sports Business*. Courses in the list below are pre-approved for inclusion. Please be advised that not all courses may be offered each year. Students are required to check the prerequisites and encouraged to align Health, Wellness and Sport in Society: An Introduction (HWSS 2000) requirements with any other electives.

Code	Title	Credit Hours
A. Applied Sports Business and Society Wellbeing		
HWSS 3000	Sport Experiential Learning	3
B. Regional Focus and Social Issues:		
ACST 2400	Health and Social Policy in Atlantic Canada	3
ACST 3320	Gender in Atlantic Canada	3
POLI 4449	Public Policy Challenges: Gender, Race and Class	3
C. Sports and Social Dynamics:		
ANCS 2600	Sport and Leisure in the Ancient World	3
HIST 2250	Soccer: A History of Brazil	3
HIST 2471	History of Football	3
HIST 2472	History of Hockey	3
PHIL 2401	Games and Sport	3
PSYC 1510	Introduction to Social Psychology (formerly PSYC 1250) (Group B)	3
SOCI 1210	Introductory Sociology	3