

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 tailor their certificate to their interests.

This program will offer students a deep connection with the range of sport, health, and wellness resources on campus, in our region and beyond, including the Scott McCain & Leslie McLean Centre for Sport, Business and Health, the Athletics Department, and various local industry and community partners. As part of its real-world engagement, students would be able to include a dedicated for credit experiential learning course which will provide a valuable opportunity to transform theory into practice and as an important preparation into vocational pathways.

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.

Certificate Certificate in Sports Business

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	Experiential Learning in Health, Wellness and Sport in Society	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