

The College of Business @ Fordham University

The BUSINESS SIDE of SPORT\$ *Certificate Program*

The **Business Side of Sports certificate** is available to those **undergraduate students in the College of Business Administration** who have demonstrated competency in the following four realms:

1. **Academic**
2. **Pragmatic**
3. **Professional Development**
4. **Business Research**

The Certificate program is available every year, and is intended to culminate in the senior year with the sports business research paper. Business students who have successfully completed the certificate requirements will receive a certificate in The Business Side of Sports, and a medal recognizing their pre-professional accomplishments. The medal will be awarded during the senior Class awards ceremony prior to graduation.

Demonstrate Academic competence by successfully completing at least one **sports business related course**. Following is a list of courses that have been recently offered.

▪ MKBU	4454	SPORTS MARKETING
▪ BLBU	4449	SPORTS & THE LAW
▪ MGBU	4488	SPORTS MANAGEMENT
▪ CMBU	4475	THE BUSINESS OF SPORTS MEDIA
▪ CMRU	3350	SPORTS COMMUNICATION
▪ CMRU	4705	ETHICS IN SPORTS BROADCASTING
▪ ENEU	3070	SPORTS WRITING

Demonstrate Pragmatic competence through a sports business related **internship**, paid position, or volunteer position.

Demonstrate Professional Development competence by **attending sports business related lectures**, lecture series, workshop, or conference.

Demonstrate Business Research Competence by producing a **research paper** related to your sports business career interests.

A research paper proposal is due no later than December 1, senior year.

The proposed topic will be approved or not approved with comments to help guide continued research.

The completed research paper is due no later than April 15, senior year.

The research paper needs to include research gathered from an “information interview” with an executive working within the selected sports business arena. It should also include multiple citations from well known sports business sources; and up-to-date figures, when appropriate.

The sports business research paper will be evaluated by members of the Business Side of Sports Review Board and graded per the following criteria:

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|----------|--------------------------------------------------------------|
| A | Championship Quality- superior work, Certificate awarded |
| B | Game Day Quality- fine work, Certificate awarded |
| X | Practice Session Quality-requires revision for re-evaluation |

For more information, please contact William Trabakino, Assistant Dean – trabakino@fordham.edu