

# explore majors with OAAS!

The Office for Academic Advising Support  
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## Major: Sports Business, BSB

The DePaul Sports Business Major in the School of Hospitality and Sports Business prepares students for a sports business career in a multitude of disciplines. It is a unique program that helps students apply their business skills learned in the classroom to various careers in the industry through real-world projects and experiences.

### *What skills do students develop in this program?*

The sports industry is constantly evolving, growing in both size and complexity. While many students are passionate about sports, securing a job in the industry requires more than just enthusiasm.

Prospective employers seek candidates with specialized business skills that align with specific roles in the sports industry. As the sports industry continues to grow and evolve, there is an increasing need for graduates with transferable business skills in management, sales, marketing, business analytics, events, hospitality, operations, leadership, entrepreneurship, accounting, economics, community relations and more; the DePaul Sports Business degree prepares students for careers in all these areas.

### *What kind of student is a good fit for Sports Business?*

The focus of the Sports Business degree is to teach students how their business skills are relatable in a wide range of sports industry careers. Experiential learning is at the center of this program and is exemplified in innovative courses such as “Behind the Scenes with Chicago Sports Organizations”. Through our established DePaul Sports Business Network, students have access to a deep pool of sports industry connections in Chicago and nationally, which will help students land internships and full-time jobs.

Not only is experiential learning at the center of the DePaul Sports Business degree, but the program’s curriculum equips students with the necessary tools to succeed well after their time at DePaul. Beyond coursework, the program offers extracurricular opportunities that provide real-world exposure to the sports industry, ensuring students are well-prepared for their careers.

***Are there any popular classes in the program that you would suggest or recommended classes for a student who is just starting to explore the major?***

We recommend that students explore the business of sports in these two courses:

- HSB 100: Introduction to Hospitality, Tourism, and Sports Business
- HSB 356: Sports Management

***What are examples of internships and/or research opportunities that students in this major are currently working on or have access to as majors in this program?***

The Sports Business degree is designed to educate students in a variety of disciplines that will encourage them to expand their horizons and leverage their interests in a career setting. Through real-world projects, students gain firsthand experience by stepping into the role of sports industry professionals. These hands-on experiences provide valuable skills and insights that go beyond what can be learned as a fan. These projects encourage students to conduct themselves as business consultants in various sectors of the sports industry, stimulating intellectual and creative development to grow their understanding of all the different aspects of the field.

In a range of Sports Business classes incorporating marketing, sales, analytics, event management and tourism, students work on projects directly with leaders from a range of sports organizations including the Cubs, Bulls, Blackhawks, Sky, White Sox, Chicago Marathon, NASCAR Chicago Street Race, McDonald's, Paragon Marketing Group and more.

***What are students doing after graduation?***

DePaul Sports Business alumni are thriving in the sports industry, from professional teams, college athletics, marketing agencies, and companies. Here are a few examples of careers that alumni from Sports Business are in currently:

- Manager, Guest Services for the Minnesota Twins
- Senior Product Manager for adidas
- Senior Director, Corporate Partnerships for the Tennessee Titans
- Senior Director, Marketing Insights for the New York Islanders

***Other interesting facts about the Sports Business major?***

The Sports Business major was launched in 2021. Since that time, enrollment has grown to over 160 students.

Our DePaul Sports Business Program is focused on three key objectives:

1. Learn about the inside of the Sports Business industry and adapt business skills to excel in it.
2. Apply lessons from the business of sports to other industries and career disciplines.
3. Discover how to pursue a career in sports business through internships, volunteer positions, industry events, and networking opportunities.

The core of our program is connecting students directly to the Sports Business Industry. We leverage every aspect of Chicago's strong sports community. One unique course, "Behind the Scenes with

Chicago Sports Organizations," gives students an insider perspective on the business side of Chicago's professional sports teams, college athletic programs, sports agencies, and companies to gain firsthand insights into the sports business landscape of Chicago and beyond. This is the common thread through all our courses.

On the first day of our Sports Management course, we ask the students, "When do you think your career in sports is going to start?" The answer is, "If you are in this program, it has already started." For more information about our Sports Business Program, visit the DePaul Sports Business Network on LinkedIn and the DePaul Sports Business Blog.