

# Business Diploma Specialty: Sport Management

The sport management specialty prepares students for diverse careers in the sport industry by combining a passion for sport with essential business management skills. Graduates can pursue opportunities in professional sports, junior hockey, collegiate athletics, national, provincial and local sport organizations, commercial sport businesses, sport media and more. This program also provides the foundation to launch and manage a sport-related business.

Students develop expertise in revenue generation, sport marketing, risk management, and event planning. Hands-on learning includes real-world projects, industry guest speakers, and organizing sport events. Graduates are prepared for roles such as sport administrator, marketing manager, partnerships coordinator, ticket sales executive, and business operations manager, making this an exciting and rewarding career path.

**Click or scan the QR code to watch our video and explore the benefits of our Sport Management diploma!**



## Locations & Delivery Modes:

- Moose Jaw campus
- Hyflex\*

*\* Hyflex – A blended approach where students have the option to join class on campus or from any location via a remote learning platform like Zoom. Students will join class in a consistent method.*

**“The relationships the sport management specialty has with many sport organizations in the province and the way industry projects are integrated into the curriculum equips graduates with skills businesses value. The specialty can rise to the top because of the combination of theory and practice and how connected it is with industry.”**

– Geoff Sarjeant, President, Saskatoon Entertainment Group



## Start Dates & Length

- September and January
- 32 weeks

Many work-integrated learning opportunities are incorporated into several courses. Examples include working with actual sport organizations to prepare revenue generation plans, marketing plans, risk assessment registries, as well as planning and managing sport events, and learning from sport industry leaders as guest speakers.



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### Courses

See the [Business diploma – Year 1](#) document for a summary of the year 1 courses.

### Transfer Credit Opportunities

Graduates may be eligible to transfer up to 60 credit units towards the following programs: University of Windsor’s Bachelor of Sport Management and Leadership, Mount Royal University’s Bachelor of Health and Physical Education degree – Sport and Recreation Management major, and the University of Regina’s Bachelor of Sport and Recreation Management.

**“What I liked about the program was how practical the coursework was and how work ready the program gets students”**  
- Brady Jones, Saskatchewan Polytechnic Alumnus and Ticket Sales Associate, Saskatchewan Roughriders

Semester 3 Courses			Semester 4 Courses		
Code	Course Name	Credits	Code	Course Name	Credits
ADMN 206	Leadership Development	4	ANLT 201	Applied Sport Business Analytics	3
FIN 220	Finance	4	CAPL 201	Sport Career Development	1
MKTG 205	Sport Marketing	4	MGMT 216	Esports Business Development	3
SMGT 200	Sport Partnership Development	3	MGMT 217	Risk Management for Sport Organizations	3
SMGT 201	Tournament, League, & Competition Management	3	MKTG 227	Digital Marketing	3
SMGT 202	Sales, Revenue, & Value Generation in Sport 1	4	SMGT 203	Sales, Revenue, & Value Generation in Sport 2	4
SOCI 202	Sport in Society	3	SMGT 204	Sport Event Management	4
			ADMN 224	Entrepreneurship	4

*\*Students are required to graduate with MGMT 108 (Introduction to Sport Management). If MGMT 108 is not completed in year 1, it can be completed in year 2 in place of ADMN 224.*

*\* Saskatchewan Polytechnic reserves the right to alter programming at any time. Programming and delivery methods may be subject to change at the discretion of Saskatchewan Polytechnic and without notice. Visit [saskpolytech.ca](http://saskpolytech.ca) for current information.*

Interested in learning more? Contact us at [askaquestion@saskpolytech.ca](mailto:askaquestion@saskpolytech.ca)