

ROME
CITY
INSTITUTE



BACHELOR DEGREE IN SPORTS MANAGEMENT



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OUR CURRICULUM

FIRST YEAR

- Business Administration
- Political Economics
- Introduction to Private Law
- Mathematics for Management and Economic Applications
- Athlete Performance Management
- Accounting
- International Business
- Business English
- Group Work – Optional

SECOND YEAR

- Statistics
- Management
- Labour Law in the Sports Industry
- Business Law
- Accounting for Sports Entities
- Tax Law in the Sports Industry
- Global statistic management

THIRD YEAR

- Sports Media
- Business Digital Technologies
- Organizational Studies
- Finance
- Group Work – Optional
- Internship
- Final Project

PROGRAM LEARNING OUTCOMES

Through this program, students are prepared for diverse roles in the areas of sport marketing and promotions, sales, marketing analysis, and fan behavior along with proficiency in facility and event management and planning, financial management, leadership management, and business planning.

- Gain insight and knowledge of new developments in the professional and recreational sports industries and sport management core content areas.
- Apply theoretical knowledge to practical business situations, simulated by case studies.
- Students will be able to analyze situations and apply the principles of appropriate
- Leadership skills and behaviors related to sport management and sport leadership responsibilities.
- Demonstrate awareness of the importance of the legal and ethical requirements of Sport
- and Recreation Management activities and programming.
- Demonstrate an ability to conduct methodological secondary research into Sport and
- Recreation Management-related issues; requiring familiarity with a range of data, research sources, and appropriate technologies.

CAREER PATHS

- Sport Agent
- Public Relations Manager
- Event Coordinator
- Facilities Manager
- Social Media Manager
- Athletic Director
- Account Manager
- Business Developer