

EMERGING SPORT ENTERPRISE MINOR

Minor Coordinator

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Program Description

The minor in Emerging Sport Enterprises (ESE) is an 18-credit minor designed to provide students with the knowledge and skills required to be successful in an increasingly entrepreneurial and evolving sport industry. Students will have the opportunity to customize the minor with classes focusing on their areas of interest such as entrepreneurship in sport, Name, Image and Likeness (NIL) management, revenue generating functions such as sport sponsorship and ticket sales, digital and social media marketing in sport, esports management, and additional areas of interest to be developed as the industry continues to evolve.

Admissions

Applicants are required to:

- Have a minimum 3.0 cumulative GPA, and
- Have completed 30 credits at Syracuse University in courses graded A-F, and
- Submit a declaration of minor form, no later than the spring semester of their sophomore year, to the Department of Sport Management (402 MacNaughton Hall) by November 1st for spring admission, or April 1st for fall admission.

Students meeting the above criteria will be admitted on a space available basis.

Student Learning Outcomes

1. Examine core principles and concepts as they relate to Sport Marketing and Entrepreneurship and Emerging Enterprises
2. Develop a comprehensive sport marketing plan
3. Discuss concepts relating to the evolving entrepreneurial nature of the sport industry both orally and in writing with professional and general audiences
4. Demonstrate knowledge of key emerging trends in the sport industry
5. Evaluate and interpret primary and secondary research related to the impact of entrepreneurial practices in the sport industry

Code	Title	Credits
Required Courses		
EEE 370	Introduction to Entrepreneurship and Emerging Enterprises	3
SPM 444	Sports Marketing Management	3
Electives		
Select two courses from the lists below to customize the minor based on your specific area of interest:		6
EEE 378	Imagination, Entrepreneurship and Creative Problem Solving	
EEE 482	Entrepreneurial Marketing	

EEE 424	Entrepreneurial Deal Making	
EEE 444	Dilemmas and Debates in Entrepreneurship	
EEE 451	Finance for Emerging Enterprises	
EEE 453	LaunchPad	
LPP 255	Introduction to the Legal System	
Select two of the following:		6
SPM 324	Sport Sponsorship and Promotion	
SPM 330	Name Image Likeness	
SPM 342	The Business of Esports	
SPM 348	Analysis of Digital Media in Sport	
SPM 350	Sports Ticket Sales	
Total Credits		18

Note: Other courses may be considered by the minor coordinator for electives based on their relevance to the program and student goals.