The Nathan M. Bisk College of Business values innovation, diversity, ethics and leadership as the cornerstones of a 21st century business education. The sport management program prepares professional business managers for exciting, fast-paced careers in the sports industry. The core business curriculum is enriched with specialized courses in sports economics, sport finance, sport marketing, and facilities and event management.

**Sport Management Practicum**

The sport management practicum is a vital component to reaching your career potential in the business of sport. The practicum program at Florida Tech provides students with the opportunity to gain sport industry experience prior to graduation. Students have the option of working in any business discipline of their choosing. Opportunities are available in professional sports, college athletics, community sport, recreation management and other entertainment outlets. The practicum bridges the gap between classroom studies and the real world, easing the transition from business student to industry professional.

**STUDENT BENEFITS**

- Hands-on, résumé-building experiences
- Insight into industries and disciplines of interest
- Business networking opportunities
- Global perspective on business and management practices

**BUSINESS PARTNERS**

- Northrop Grumman
- Clear Channel Outdoor
- Merrill Lynch
- Brevard County Manatees
- Washington Nationals of Major League Baseball

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**Close-Knit Community**

Our low student-to-faculty ratio encourages close collaboration and mentorship as well as individual creativity and leadership.

**Diverse Opportunities**

Sports management careers span marketing, facility and stadium management, hospitality and tourism, youth and community recreation and intercollegiate athletics.

**Business Savvy**

Florida Tech’s sports management program has a strong foundation in core business disciplines—a base of business acumen is complemented with a sports focus.
Sport Management

Applied Knowledge and Scholarly Inquiry
Writing business plans, conducting market research, developing financial acumen, building leadership and teamwork skills, understanding ethical decision making ... sports management students hone these and other skills through hands-on projects and internships. Students also have the opportunity to work on special sport management projects in conjunction with the athletics department. Other opportunities exist in:

- Advertising and promotion
- Event and facilities management
- Public relations
- Recreation and leisure
- Hospitality and tourism
- Youth and community sports

Campus-based research opportunities include:

- Center for Entrepreneurship and New Business Development
  The center has been established to push the boundaries of entrepreneurial education, global innovation and practical research in pursuit of new venture creation, sustainability, social value creation and venture acceleration.

- Center for Ethics and Leadership
  The mission of the center is to promote the practice of ethical behavior and effective leadership by engaging in activities that provide a forum for research, discussion and better understanding of ethics and leadership amongst all stakeholders in society.

Emphasis on Ethics and Leadership
The Nathan M. Bisk College of Business is dedicated to fostering ethical decision making and educating leaders who make thoughtful decisions, set high standards and promote corporate accountability. Key initiatives include:

- Ethics and Leadership Breakfast: At this annual event, business leaders speak about ethical behavior, while students are challenged to think critically about ethical practices from personal, professional and societal perspectives.
- Intercollegiate Ethics Competition: Undergraduate students tackle ethical challenges from both practical and professional perspectives.
- Ethics and Leadership Conference: This public forum encourages students to learn from business, community and government leaders.
- Corporate Social Responsibility: Students learn about corporate social responsibility through hands-on class projects and individual service with the perspective of making an impact.

What’s Next?
After graduation, Nathan M. Bisk College of Business students are prepared to successfully enter the job market or continue into graduate studies, often pursuing an MBA, the M.S. in Innovation and Entrepreneurship, or even attending law school.

Department Contact
Nathan M. Bisk College of Business
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FastTrack MBA and MSIE
Nathan M. Bisk College of Business students are eligible for entrance into Florida Tech’s FastTrack MBA and MSIE programs. Students must maintain a 3.25 cumulative GPA and complete 95 credits in order to be accepted into the programs.

M.S. in Innovation and Entrepreneurship (MSIE)
Students can pursue an interdisciplinary M.S. degree to develop and bring to life a marketable concept or invention. Students gain real-world experience in innovation and commercialization of new products and technologies. Working in teams, students experience pitching a business proposal to investors and funding sources. FastTrack program and graduate scholarships are available.

Global Perspective
The Nathan M. Bisk College of Business is internationally focused—from business strategy to cultural awareness. Students learn alongside their international peers both on campus and through virtual teams bringing together students from around the globe using Cloud and Web technologies. Students have an opportunity to study abroad through programs to areas such as Spain, the Netherlands and Oxford, England.