



2026 - 2027 Business Administration: Sports Management

Associate in Applied Science Degrees

MULTIPLE LOCATIONS | VARIED SEMESTER LENGTHS | NUMEROUS PROGRAMS | FINANCIAL AID



Scan Code for program page online

ASHEVILLE, NORTH CAROLINA • (828) 398-7900 • ABTECH.EDU

Business Administration: Sports Management

Sports Management is a concentration under the curriculum title of Business Administration. This curriculum is designed to provide students with the fundamental skills in sports management. The program is designed for individuals who are interested in the business-side of sports. In doing so, this program will provide knowledge needed for management of sports organizations, events planning, overseeing facilities, and recognizing the growing field of esports. Coursework covers areas in sports marketing, financial and business management, and the logistical aspects of sports operations.

Graduates of this program would be qualified to work within professional or college athletic departments, recreational centers, sports complexes, fitness organizations, and esports companies.

For More Information:

Contact Brad Scott, bradscott@abtech.edu

Total Cost Estimate

Tuition per Semester (NC Resident) \$1,216.00 (16+ credit hours)
\$76.00/credit hour (1-15 hours)

Computer Use and Technology Fee \$48/semester

Activity Fee Fall and Spring semesters only,
Main campus and Online, \$45.00

CAPS Fee (Campus Access, Parking and Security) \$30/semester

Matriculation Fee \$25/semester

Student Insurance \$2/Semester

Additional Fees including books may incur, please check A-B Tech website for more detail: <https://abtech.edu/programs/academic/business-administration>

Have you applied for Financial aid? Please visit A-B Tech website for instructions:
<https://abtech.edu/future-students/financial-aid/applying-aid>

Courses requiring a grade of "C" or better: ACA, ACC, BUS, CIS, ECO, and MKT

	Course Prefix	Course Name	Credit Hours
First Semester (Fall)	ACA 115	Success & Study Skills	1
	BUS 110	Introduction to Business	3
	BUS 115	Business Law I	3
	CIS 110	Introduction to Computers	3
	ENG 111	Writing and Inquiry	3
	MAT 143	Quantitative Literacy	3
Second Semester (Spring)	ACC 120	Prin of Financial Accounting	4
	BUS 132	Sports Management Marketing	3
	ECO 251	Prin of Microeconomics	3
	ETR 210	Intro to Entrepreneurship	3
	MKT 120	Principles of Marketing	3
Third Semester (Summer)	ENG 112	Writing/Research in the Disc	3
	HUM 115	Critical Thinking	3
	SOC 210	Introduction to Sociology	3
Fourth Semester (Fall)	BUS 131	Sports Management Logistics	3
	BUS 133	Sports Facility/Rec Mgmt	3
	BUS 136	Introduction to Esports Management	3
	BUS 137	Principles of Management	3
	CTS 130	Spreadsheets	3
Fifth Semester (Spring)	BUS 147	Business Insurance	3
	BUS 153	Human Resource Management	3
	BUS 270	Professional Development	3
	ECO 252	Prin of Macroeconomics	3
	MKT 223	Customer Experience	3
Program Totals:			71

Advising questions? Email: advising@abtech.edu

Certificate Available:

Essentials of Sports Management Certificate

For more information, please visit:

<https://abtech.edu/programs/academic/business-administration>