

Minor in Sports and Entertainment Management

The Minor in Sports and Entertainment Management will allow students to gain a close understanding of the elements that make up the sports and entertainment industry. It aims to provide knowledge about how sports and entertainment contribute to the development of tourism. The program focuses on topics such as managing sports events, mobility surrounding festivals, tournaments, and sports participation.

Additionally, the program will analyze how to manage companies within this industry when sports and entertainment are combined in the so-called 'Sportainment.' It does not solely focus on sports from the athlete's perspective but also from the spectator's experience. This is because a fundamental part of hospitality is training professionals capable of creating memorable experiences within recreational spaces.

Requirements

For on-site education students at Cumbayá campus, Universidad San Francisco de Quito.



Number of **credits: 18**

CODE	COURSE NAME	CREDITS	PREREQUISITES
HSP 1001	Introduction to Hospitality	3	N/A
HSP 2086	Sports Event Management	3	N/A
HSP 2088	Introduction to Entertainment	3	N/A
HSP 2087	Sports Tourism	3	N/A
HSP 2089	Sportainment Marketing	3	N/A
HSP XXX	*Elective 1	3	N/A

Sports Tourism, Sportainment Marketing and the Elective class are exclusively offered at GAIAS Valencia or other approved study abroad programs.

*The Elective course must cover content within any of the following areas of knowledge: Sports Environment, Sports Strategy, Sports Innovation, ESports, Sports Sponsorship.