



# Business and Sports Management

Career-Technical Education Program News from the Six District Educational Compact

## Where business meets the game

Business and Sports Management (BSM) is where passion meets opportunity! Students dive into the dynamic worlds of business and sports while earning college credits in high school. Through hands-on projects, work-based learning experiences, industry speakers, Business Professionals of America (BPA) competitions, and field trips, BSM students gain real-world skills and discover what it truly means to lead, innovate, and compete, both in the classroom and beyond.



## Hands-on learning: field trips & work-based learning opportunities that inspire

BSM students take learning beyond the classroom with real-world experiences that prepare them for their future careers. Students have the opportunity to shadow professionals, gaining firsthand exposure to a variety of business and sports careers through work-based learning placements. Students visit the Pro Football Hall of Fame, where they explore event management and operations. A marketing workshop with the Cleveland Cavaliers allows students to learn how the team promotes games, engages fans, and manages sponsorships, followed by attending a live Cavs game to see those strategies in action. Students also attend Experience Business Days at local colleges, where they discover business programs and explore various career paths. These experiences give students authentic insight, professional connections, and inspiration for their future.



**Six District Educational Compact**

Cuyahoga Falls • Hudson • Kent • Stow-Munroe Falls • Tallmadge • Woodridge

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## Learning from the pros

BSM students gain valuable insights from industry professionals and college representatives. From business and athletic programs across Ohio to sports-industry leaders, students hear firsthand about real careers and opportunities. Guests have included sports agents representing top NFL players and college athletic staff sharing experiences with NIL deals and coaching. These sessions give students real advice, inspiration, and connections that bring classroom lessons to life.



## Competing and learning: BSM in action

BSM students put their skills to the test through a variety of competitions that combine learning, teamwork, and real-world problem solving. They compete in Business Professionals of America (BPA) at

the local, state, and international levels, gaining experience in business, leadership, and professional skills. Students also participate in an accounting case study competition at Kent State University, a national social media marketing competition through BPA, and the Capitol Hill Challenge, an online stock market and personal finance competition that engages thousands of students nationwide. These competitions provide students with the opportunity to apply what they've learned, compete against their peers, and build confidence in their business and sports management skills.



## What our students are saying...

**BSM has helped me grow into a confident leader by teaching me how to work with others, make strategic decisions, and take initiative. It has also given me real-world opportunities to apply what I've learned, preparing me for success in future careers. Claire Vandamme (Kent)**

**BSM has taught me so many valuable skills, not just in the business and sports world but in everyday life. BSM has taught me the importance of networking and how to make an impact. The class has brought me so many friends and memories. Through speakers, simulations, and field trips, BSM has taught me how to work in the business world. I am so grateful for BSM; it truly is an amazing program that I look forward to going to every day. Meghan Covel (Stow-Munroe Falls)**

**I'm confident the BSM program has prepared me well for college. It gave me a strong foundation in financial planning, marketing, and leadership, skills that will make my transition to college smooth and set me up for success in my future career. Henry Palumbo (Hudson)**

## By the numbers: Sports, Business & Beyond

- The sports and entertainment industry is booming; jobs are expected to grow 8% in the next decade!
- Business is the #1 college major in the U.S., opening doors across every industry.
- The global sports market will surpass \$600 billion by 2027; opportunities are everywhere!