

# Center of Sport Business - KEY EVENTS 2017



## Carolina Sport Court

**Kenan-Flagler Business School • McColl Room 2250**

This exciting “Shark Tank” competition is for local and budding entrepreneurs in the early or ideation stages of companies that operate within the \$500B+ world of sport, wellness, and fitness. Ventures compete for financial prizes and small business counseling from leading entrepreneurs and business coaches.



## Black Business Roundtable

**UNC Chapel Hill • Hyde Hall**

Leading Black professionals hold a critical conversation during Black History Month on the economy, education, business climate, and essential tools to be a successful corporate leader or entrepreneur in the 21st century.



## NBA Case Competition

**Kenan-Flagler Business School**

The 1st annual NBA Case Competition is open to students interested in showcasing their analytics, marketing, and communication skills as it applies to the business of basketball. Prizes include swag and an internship opportunity with the NBA!



## Carolina Sport Business Club: Knock Out Tournament

**UNC Chapel Hill • Wollen Gym • [www.csbcunc.com](http://www.csbcunc.com)**

The Carolina Sport Business Club (CSBC) supports the academic and professional success of UNC-Chapel Hill students pursuing a career in the sports industry. Join the top ballers on campus as they compete for great prizes!



## Research: Impact Symposium

**Kenan-Flagler Business School • Koury Auditorium**

“Investing in Futures: The Complexity and Comfort of Black Athlete Philanthropy” – The spring conference will analyze the financial management and strategy of professional athletes. Hear from academics, current and former players, financial managers, and business leaders who are challenged to examine and make sound decisions for these influential professionals.



## Basketball Analytics Summit

**Kenan-Flagler Business School • [www.bas.unc.edu](http://www.bas.unc.edu)**

The 4th annual **two day** conference engages with and explores the best practices of the leading basketball experts (professionals and scholars) who love, research, and work in the disciplines of *performance* (individual or team) and *business analytics*. This nationally-recognized event draws the leading basketball minds to Chapel Hill to share technologies, insights, and visionary ideas. Topics include marketing, ticketing, sport science, fan engagement, and entrepreneurship. The NBA Charlotte Hornets Case Competition is a highlight! **Dish. Dunk. Data.**




## Research: Impact Symposium

**Kenan-Flagler Business School**

“From High Tops to Pumps: The Evolution of Women in Sport Business” – The fall conference will analyze the state of women in the college and professional sport industry. Topics include the impact of the declining number of female college coaches, innovative marketing strategies targeted to women, legal contracts for women athletes, women’s professional sport leagues, and employment practices.



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