Public Service Through Education

The Veterans Sports Law and Business distance learning program at the Sandra Day O'Connor College of Law at Arizona State University is a 30-credit online graduate program for veterans and active duty members of the U.S. Armed Forces, focusing on developing the business and legal skills necessary for veterans to transition back to civilian life and pursue leadership positions in the sports industry. The curriculum will focus on meaningful entry points in the sports industry including sports facilities operations and event planning, data and analytics, ticketing and sales, and more. Graduates will combine their military training in leadership, operations, logistics, and discipline to enter the sports industry prepared to make an immediate impact. With their proven under-pressure decision making capabilities and a unique perspective on facing and overcoming adversity, we expect many of these graduates will ultimately ascend to leadership positions throughout the sports industry.

Course Offerings

The VSLB program's clear path to success is grounded in the depth and breadth of its curriculum. Courses for the VSLB program are offered online during the fall and spring semesters. Course options include:

- Sports Business Strategies: Executive Decisions
- Professional Sports Law
- Amateur Sports Law
- Sports Analytics
- Sports Facilities Management: Operations and Risk Assessment
- Fundamentals of Contract Law
- Negotiations
- Advanced Topics in Sports Law
- Sports Career Planning: Networking and Transitioning

Students enrolled in VSLB will have the full online course catalog available to them, should their interests lead them outside of the sports industry. To help round out their educational opportunities other potential course offerings include law, science, technology, entrepreneurship, sustainability, global affairs, and more.

Clear Path to Success

The VSLB program provides education and skills training to outline a clear path to transitioning out of the military and into a rewarding career in the sports industry. Students will be led step-by-step through our clear path program, beginning with self-assessments that will help to identify sports career opportunities that align with their particular skills, interests, and goals. With targeted career opportunities in mind, the program's partnerships with existing sports organizations and transition services will open doors for each student to the new career of their dreams.

In-Person Residencies

Supplementing the VSLB program will be voluntary opportunities for students to participate in in-person residencies in Phoenix. The kick-off weekend will coincide with ASU Law's on-campus orientation session, where VSLB students may choose to embed themselves in the SLB program's pre-season boot camp and case competition, going head to head against the ground program students in a unique professional skills challenge. Representatives from local and national sports organizations will be in attendance for a variety of workshops and hands-on experiences, customized specifically for VSLB students.

Past case competitions have included the opportunity to pitch alcohol sales at Wells Fargo Arena to the senior leadership at Sun Devil Athletics, and to pitch the Phoenix Suns sponsorship team on a new jersey patch sponsorship. Through this exercise, students learn the business and legal ramifications of complex sports industry problems in a time sensitive, high-pressure situation, where they will present to real life industry decision makers.

law.asu.edu/VeteransSLB  •  480-965-6181  •  vslbasu@asu.edu
Networking and Mentoring

While academic and co-curricular experiential opportunities are the cornerstones of the VSLB program, they are far from the only components of this unique degree. Each VSLB student will work with 2-3 mentors, advisors, and career coaches including industry professionals, faculty, VSLB and SLB National Advisory Board members, creating a network of lifelong support for them as graduates. The residencies will provide students the opportunity to interact with these mentors and other professionals through skills workshops, learning laboratories, professional development, and networking.

Sports Law and Business

ASU Law is working to become the national center for academic and professional opportunities in the sports industry. Through the in-person Master of Sports Law and Business degree program, the pending JD/LLM concentrations in Sports Law and Business, and the new Veterans Sports Law and Business distance learning program, ASU Law has positioned itself to be an industry thought leader as well as a pipeline for employers to recruit top talent in the sports industry. Through a combination of academic and hands-on practical skills training, networking, and mentoring, VSLB will set a new standard for successful transition programs nationwide.

Advisory Council

The VSLB Advisory Council will be the cornerstone of the program’s student development efforts. Members, including the world-class SLB faculty, veterans across the globe, and sports industry executives from all markets, come together to serve as mentors and advisors to students and faculty alike. Through its relationships in the industry, the VSLB program will create pipeline programs, scholarships, grants, and once-in-a-lifetime experiences for students enrolled in the distance learning program.

With decades of experience in the sports industry at the amateur and professional level, the VSLB faculty and advisory council will provide unparalleled learning opportunities to students from all backgrounds. Many are recognized scholars in the field, who have authored leading texts in the sports law, business, and career areas.

Faculty Experts

Glenn Wong, Executive Director, Distinguished Professor of Practice and former President of Sports Lawyers Association

Michael Mokwa, Professor of Marketing, W. P. Carey School of Business

Sam Renaut, Assistant Director of Sports Law and Business Program

Allan "Bud" Selig, O'Conner Distinguished Professor of Sports in America, former Commissioner of MLB

Lon Babby, former President, Phoenix Suns

Natesh Rao, Sr. Associate Athletic Director; United States Navy Commander, retired

Dana Hooper, Faculty Associate and Shareholder at Greenberg Traurig

Ray Anderson, Professor of Practice and Athletics Director, Sun Devil Athletics

Don Gibson, Professor of Practice and former Vice President and General Counsel of MLB Properties

Steve Webb, Faculty Associate and Executive Director of Athletics Compliance at Arizona State University

Caleb E. Jay, Faculty Associate and Senior Director of Legal Affairs for the Arizona Diamondbacks

Travis J. Leach, Faculty Associate and co-leader of Ballard Spahr’s sports industry practice

Daniel McIntosh, Lecturer in the Sports Business area

Steven A. Adelman, Faculty Associate, Venue Management and Sports and Entertainment Lawyer

Stephanie Jarvis, Lecturer, Sports Law and Business Program

Christopher Lee, Clinical Assistant Professor of Marketing, W. P. Carey School of Business