

Sport Management

- **Major: 63 credit hours**
- **Minor: 18 credit hours**
- **Major/Minor GPA required for graduation: 2.25**

PROGRAM REQUIREMENTS:

- **Capstone: Business Strategy and Policy (BUS 450) (General track);**
- **Application: Internship (SPM 380) (General track)**

Description of Major: The sport management major is appropriate for students who wish to work in the expanding sport industry, including, but not limited to, careers in collegiate and professional sports, the sporting goods industry, nonprofit and community organizations, fitness centers, and international sport. The major consists of the School of Business core courses supplemented with courses in sport.

The major provides students with training in key areas important for the sport world, focusing on the economic and social environment of sport business, the financing and operations of facilities, and the marketing and managing of events.

Internships are conducted at a variety of sites, including collegiate athletic departments, professional sport teams, sport federations, golf courses, sport marketing agencies, nonprofit sport organizations, and community fitness centers.

Student Learning Outcomes:

Students will:

- Apply critical thought regarding the environment of business.
- Demonstrate an understanding of the major concepts in the functional areas of business.
- Demonstrate and apply knowledge of sport management principles.
- Develop a skill set that advances their oral, written, and creative communication abilities, as well as their analytical and critical thinking skills.
- Understand professional and ethical obligations in the field of sport management, including global awareness and an appreciation of the impact of diversity and inclusion.
- Be prepared for an entry-level position in the field of sport management.

Preparation: The sport management major is designed to prepare students for a professional career in the field of sport. Upon graduation, students will have the skills needed to pursue a higher degree or seek employment in one of many opportunities open in the field.

SPORT MANAGEMENT MAJOR		63 crs.
SPORT MANAGEMENT MAJOR CORE REQUIREMENTS		39 crs.
ACC 205	PRINCIPLES OF FINANCIAL ACCOUNTING	3
ACC 230	PRINCIPLES OF MANAGERIAL ACCOUNTING	3
ECO 211	PRINCIPLES OF MICROECONOMICS	3
ECO 212	PRINCIPLES OF MACROECONOMICS	3
BUS 305	LEGAL ASPECTS OF SPORT MANAGEMENT	3
FIN 308	PRINCIPLES OF BUSINESS FINANCE	3
BUS 310	QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS	3
BUS 324	BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY (W)	3
MTH 170	STATISTICS	3
MGT 204	PRINCIPLES OF MANAGEMENT	3
MKT 205	PRINCIPLES OF MARKETING	3
BUS 410	MANAGEMENT INFORMATION SYSTEMS	3
BUS 450	BUSINESS STRATEGY AND POLICY	3

**SPORT MANAGEMENT
 MAJOR REQUIREMENTS** **24 crs.**

COM 230	SPORT COMMUNICATION	3
ECO 320	ECONOMICS OF SPORT	3
FIN 320	BUDGETING AND FINANCING OF SPORT	3
MKT 325	SPORT MARKETING (W)	3
PSY 465	SPORT AND HEALTH PSYCHOLOGY	3
<i>or</i>		
SOC 450	SOCIOLOGY OF SPORT	3
<i>or</i>		
SPM 360	SPORT MANAGEMENT IN U.S. CULTURE	3
SPM 320	PRINCIPLES OF SPORT MANAGEMENT	3
SPM 376	SPORT FACILITIES AND EVENT MANAGEMENT (W)	3
SPM 470	INTERNSHIP IN SPORT MANAGEMENT	3

RECOMMENDED ELECTIVE

MGT 314	ORGANIZATIONAL BEHAVIOR	3
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SPORT MANAGEMENT MINOR **18 crs.**
REQUIRED COURSES **12 crs.**

BUS 305	SPORT LAW	3
PSY 465	SPORT AND HEALTH PSYCHOLOGY	3
<i>or</i>		
SOC 450	SOCIOLOGY OF SPORT	3
<i>or</i>		
SPM 360	SPORT MANAGEMENT IN U.S. CULTURE	3
SPM 320	PRINCIPLES OF SPORT MANAGEMENT	3
SPM 376	SPORT FACILITIES AND EVENT MANAGEMENT (W)	3

ELECTIVES **6 crs.**

SPM 354	SPORT AND THE MEDIA	3
SPM		
380-389	TOPICS IN SPORT MANAGEMENT	3
ECO 320	ECONOMICS OF SPORT	3
FIN 320	BUDGETING AND FINANCING OF SPORT	3
MKT 325	SPORT MARKETING (W)	3
PSY 465	SPORT AND HEALTH PSYCHOLOGY	3
SPM 470	INTERNSHIP IN SPORT MANAGEMENT	3

Sport Management (SPM)

SPM 320 **3**

PRINCIPLES OF SPORT MANAGEMENT

The management of sport-related businesses will be examined by applying key concepts of management to sporting events and programs. Topics may include strategic planning; facility and event planning; organizing and delegation; the financing and economics of sport; managing change; behavior in organizations; and quality control. The course may be taught from a case perspective and will cover a broad base of businesses involved in sports. Prerequisite or concurrent enrollment: MGT 204 or PED 357.

SPM 354 **3**

SPORT AND THE MEDIA

This course examines the world of mediated professional, collegiate, and amateur sport. Students will investigate the commercial origins of mediated sport and consider the likely future of the business of sport media and its influence on the sports business.

SPM 360 **3**

SPORT MANAGEMENT IN U.S. CULTURE

This class will focus on the social and cultural aspects of sport management in the United States.

SPM 376 **3**

SPORT FACILITIES AND EVENT MANAGEMENT (W)

A course covering the theoretical foundations and practical applications for understanding the management of facilities and sporting events. Topics include key strategies for managing event logistics, critical planning techniques, and applications through the development, planning, execution, and evaluation of a fundraising sporting event. Prerequisite: SPM 320. Prerequisites or concurrent: FIN 320.

SPM 380-389 **3**

TOPICS IN SPORT MANAGEMENT

SPM 470 **3-8**

INTERNSHIP IN SPORT MANAGEMENT

Internship in sport management will focus on experiences that enable the student to synthesize and apply knowledge from the core and specialized courses. Prerequisites: Junior standing and SPM 320.