

Sport Management (SPM)

- Major: 64-65 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); Seminar in Athletic Equipment Management (W) (PED 491) (Athletic Equipment Management track)
- Application: Internship (SPM 380) (General track); Clinical Practicum in Equipment Management (PED 466) (Athletic Equipment Management 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 management and athletic equipment management. Students in the major choose one of two tracks for their career development: general track or the athletic equipment management track.

The general track provides students with training in key areas important for the sport world. These include the basic economic and social environment of sport business, the financing and operations of facilities, and the marketing and managing of events. The athletic equipment management track involves five domains of specific knowledge and performance: purchasing, fitting, maintenance and repair, management, and accountability. Students develop a broad perspective on issues related to athletic equipment management.

Internships in both tracks 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

64-65 crs.

SPORT MANAGEMENT MAJOR CORE REQUIREMENTS

40 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)	(3)
MTH 170	STATISTICS	(4)	

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)

GENERAL TRACK REQUIREMENTS **24 crs.**

ECO 320	ECONOMICS OF SPORT	(3)
FIN 320	BUDGETING AND FINANCING OF SPORT	(3)
MKT 325	SPORT MARKETING (W)	(3)
SOC 450	SOCIOLOGY OF SPORT	(3)
SPM 320	PRINCIPLES OF SPORT MANAGEMENT	(3)
SPM 354	SPORT AND THE MEDIA	(3)
SPM 376	SPORT FACILITIES AND EVENT MANAGEMENT (W)	(3)
SPM 470	INTERNSHIP IN SPORT MANAGEMENT	(3)

ATHLETIC EQUIPMENT MANAGEMENT TRACK REQUIREMENTS **25 crs.**

ATH 208	ESSENTIALS OF ATHLETIC TRAINING	(3)
PED 206	FIRST AID	(2)
PED 311	ATHLETIC EQUIPMENT MANAGEMENT	(3)
PED 312	ADVANCED ATHLETIC EQUIPMENT MANAGEMENT	(3)
PED 403	KINESIOLOGY (W)	(3)
PED 466	CLINICAL PRACTICUM IN EQUIPMENT MANAGEMENT	(8)
PED 491	SEMINAR IN ATHLETIC EQUIPMENT MANAGEMENT (W)	(3)

RECOMMENDED ELECTIVES FOR EITHER TRACK: NOT REQUIRED

MGT 314	ORGANIZATIONAL BEHAVIOR	(3)
PSY 465	SPORT AND HEALTH PSYCHOLOGY	(3)

SPORT MANAGEMENT MINOR **18 crs.**

REQUIRED COURSES **12 crs.**

BUS 305	SPORT LAW	(3)
SOC 450	SOCIOLOGY OF SPORT	(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)

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