

Sport Management: Bachelor of Science (B.S.)

Degree Type

Bachelor of Science

The Bachelor of Science Degree in sport management works within a philosophical framework that integrates sport sciences and business foundations to provide students with a pre-professional education grounded in the liberal arts and sciences. The sport industry is a rapidly growing field with a broad range of jobs available both nationally and internationally. Students are served by a broad-based sport management curriculum while also selecting courses from a variety of disciplines that will meet the individual professional goals of each student. The curriculum is guided by the standards of the Commission of Sport Management Accreditation (COSMA) and graduates of the program are prepared to enter sport careers in marketing, sales, administration, governance, facility and event management, sports information and coaching. Our aim is to prepare our students to be sport management professionals who think critically, lead effectively and make ethical decisions. Communication and written skills are critical, and we hold our students to high standards of professionalism in and out of the classroom.

Learning Outcomes

Sport Management students will:

- Explain and apply the principles and concepts of business, management, administration and leadership as they relate to sport.
- Articulate and implement a philosophical framework as it relates to social responsibility and ethical issues in sport.
- Develop a strategy for marketing and sales in a sport business.
- Describe the basic legal concepts related to sport and be able to implement strategies to reduce risk.
- Explain the governance of recreational, amateur and professional sport both domestically and internationally and analyze the effectiveness of each.
- Apply the principles and concepts for planning, designing and operating a sport facility and event.
- Apply sociological theories and influences to sport context.

Sport Management B.S. Progress to Completion Requirements:

Item #	Title	Credits
ACC 216	Financial Accounting I	4.0
ECO 201	Principles of Economics	4.0
ESS 100	Personal Health and Wellness	4.0
SM 114	Introduction to Sport Management	4.0
SM 214	Facility Planning & Event Management	4.0
SM 218	Ethics, Leadership, and Governance in Sport	4.0
SM 285	Internship in Sport Management	4.0
SM 348	Sport Marketing and Sales	4.0
SM 426	Sport Law	4.0
SM 428	Senior Seminar	2.0
SM 485	Internship in Sport Management	12.0
SM 487	Research in Sport Management: Critical Components	2.0
SM 488	Research in Sport Management: Assessments and Analysis	2.0
SHS 303	Sociological Aspects of Sport	4.0
	Sport Management Elective Courses	10

Suggested Registration Sequence

First Year - Fall

Item #	Title	Credits
FYE 101	First Year Experience	4.0
WRT 101	Introduction to Academic Writing	4.0
SM 114	Introduction to Sport Management	4.0
	Lib Ed - Liberal Education Core Course	4

First Year - Spring

Item #	Title	Credits
ESS 100	Personal Health and Wellness	4.0
	MAT - Quantitative Literacy Proficiency	4
	Sport Management Elective Course or Liberal Education Core Course	4
	Lib Ed - Liberal Education Core Course	4

Sophomore Year - Fall

Item #	Title	Credits
SM 214	Facility Planning & Event Management	4.0
	ECO 201 or ACC 216	4
	Sport Management Concentration Option	4
	Lib Ed - Liberal Education Core Course	4

Sophomore Year - Spring

Item #	Title	Credits
	ECO 201 or ACC 216	4
SM 218	Ethics, Leadership, and Governance in Sport	4.0
	Lib Ed - Liberal Education Core Course	4
	Lib Ed - Liberal Education Core Course	4

Junior Year - Fall

Item #	Title	Credits
SHS 303	Sociological Aspects of Sport	4.0
	Free Elective Course	4
SM 285	Internship in Sport Management	4.0
	IE - Integrative Experience Course	4

Junior Year - Spring

Item #	Title	Credits
SM 348	Sport Marketing and Sales	4.0
	Sport Management Concentration Option	4
	Free Elective Course	4
	Free Elective Course	4

Senior Year - Fall

Item #	Title	Credits
SM 487	Research in Sport Management: Critical Components	2.0
	Sport Management Elective Course or SOC 303 (alternate)	4
SM 428	Senior Seminar	2.0
SM 485	Internship in Sport Management	12.0

Senior Year - Spring

Item #	Title	Credits
SM 488	Research in Sport Management: Assessments and Analysis	2.0
SM 426	Sport Law	4.0
	Sport Management Elective Course or Free Elective Course	4
	Free Elective Course	4