

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 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 and practical experiences, 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 will have the disciplinary knowledge and practical skills to enter the sport industry in a variety of settings. The aim of the sport management program is to prepare students to be sport management professionals who think critically, lead effectively, and make ethical decisions. Communication and written skills are paramount, and we hold our students to high standards of professionalism in and out of the classroom.

The sport management program offers a minor in sport management and oversees the curriculum for the Coaching Certificate; both are offered to students in all majors.

Learning Outcomes

Upon completion of the sport management program, students will:

1. Explain and apply the principles and concepts of business, management, administration and leadership as they relate to sport.
2. Articulate and implement a philosophical framework as it relates to social, ethical and legal responsibilities in sport.
3. Understand and apply the concepts of professional communication and current technologies used in the sport industry.
4. Explain and analyze the governance of recreational, amateur, and professional sport; both domestically and internationally.
5. Apply the theories, knowledge and skills learned within the curriculum to the professional setting.
6. Articulate the relevance and impact of diversity, equity and inclusion strategies within the sport industry.

Sport Management B.S. Progress to Completion Requirements:

Class of 2027 and beyond

Item #	Title	Credits
ACC 216	Financial Accounting I	4.0
ECO 201	Principles of Economics	4.0
SM 114	Introduction to Sport Management	4.0
SM 212	Sport Media and Communication	4.0
SM 214	Facility Planning & Event Management	4.0
SM 218	Ethics, Leadership, and Governance in Sport	4.0
SM 220	Sport Management Practicum	2.0
SM 319	Sport Finance	4.0
SM 348	Sport Marketing and Sales	4.0
SM 426	Sport Law	4.0
SM 485	Internship in Sport Management	5.0-12
SM 488	Capstone in Sport Management	4.0
	Sport Management Elective Courses	12

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
SM 212	Sport Media and Communication	4.0
	MAT - Quantitative Literacy Proficiency	4
	Lib Ed - Liberal Education Core Course	4
	Lib Ed - Liberal Education Core Course	4

Sophomore Year - Fall

Item #	Title	Credits
SM 218	Ethics, Leadership, and Governance in Sport	4.0
ECO 201	Principles of Economics	4.0
	Sport Management Elective Course or Free Elective Course	4
	Lib Ed - Liberal Education Core Course	4

Sophomore Year - Spring

Item #	Title	Credits
SM 214	Facility Planning & Event Management	4.0
ACC 216	Financial Accounting I	4.0
	Sport Management Elective Course or Free Elective Course	4
	SM 220 or Liberal Education Core Course	2-4

Junior Year - Fall

Item #	Title	Credits
SM 348	Sport Marketing and Sales	4.0
	Sport Management Elective Course or Free Elective Course	4
	Sport Management Elective Course or Free Elective Course	4
	SM 220 or Integrative Experience Course	2-4

Junior Year - Spring

Item #	Title	Credits
SM 319	Sport Finance	4.0
	Integrative Experience Course	4
	Sport Management Elective Course or Free Elective Course	4
	Sport Management Elective Course or Free Elective Course	4

Junior Year - Summer

Item #	Title	Credits
SM 485	Internship in Sport Management	5.0-12

Senior Year - Fall

Item #	Title	Credits
SM 488	Capstone in Sport Management	4.0
	Sport Management Elective Course or Free Elective Course	4
	Sport Management Elective Course or Free Elective Course	4
	Sport Management Elective Course or Free Elective Course	4
SM 485	Internship in Sport Management	5.0-12

Senior Year - Spring

Item #	Title	Credits
SM 426	Sport Law	4.0
	Sport Management Elective Course or Free Elective Course	4
	Sport Management Elective Course or Free Elective Course	4
	Sport Management Elective Course or Free Elective Course	4
SM 485	Internship in Sport Management	5.0-12