

Department of Sport Studies

Chairperson: Dr. Ash Walker

Major in Sports Management (B. A.)

Specialized Program of Study in Esports management

Major in Sport Performance, Health, and Fitness (B.S.)

Major in Therapeutic Horsemanship (B.A.)

Minor in Sports Management

Minor in Therapeutic Horsemanship

Minor in Equine Studies

Sports Management

The Sports Management major, in keeping with the mission of the University, will offer an integrated educational program that incorporates cross-disciplinary exposure to the knowledge, skills, and professional dispositions that are necessary for success in the field, as well as experiential learning components which help students explore and define career options while applying and testing their knowledge base.

Learning Outcomes: Sports Management

Upon completion of the major in Sports Management:

1. Students will be able to describe and explain the components of the sport management industry such as careers, marketing, risk management, leadership as well as financial and economics principles.
2. Students will demonstrate skills and knowledge in the area of sport management through internships, practicums or guided independent studies.
3. Students will identify and describe governance and ethical issues necessary to work successfully and responsibly in the sport management field.
4. Students will apply administrative skills, knowledge and understanding of planning, organizing, as well as evaluating various sporting events and programs.

Major in Sports Management **57 credits**

Required Courses **45 credits**

BUS 220 Business Technology 3 credits

BUS 321 Principles of Marketing Management 3 credits

ECON 201 Microeconomics	3 credits
SS 101 Foundations and Principles of PE and Sport	3 credits
SPM 240 Careers in Sport Management	3 credits
SPM 260 Introduction to Sport Marketing	3 credits
SPM 235 Sport Programming	3 credits
SPM 237 Sport Event Management	3 credits
SPM 320 Sport Communication and Social Media	3 credits
SPM 340 Sport Funding and Finance	3 credits
SPM 385 Governance and Ethics in Sport	3 credits
SS 410 Organization and Administration in PE and Sport	3 credits
SPM 420 Sport Economics	3 credits
SPM 440 Sport Leadership	3 credits
SPM 480 Risk Management and Legal Aspects in Sport	3 credits

Additional Requirements

9 credits

Choose 3 of the following courses:

ACCT 201 Accounting I	3 credits
BUS 301 Business Law	3 credits
BUS 302 Entrepreneurship	3 credits
BUS 303 Management Communications	3 credits
BUS 322 Advertising and Promotion	3 credits
BUS 331 Principles of Management	3 credits
BUS 332 Organizational Behavior	3 credits
BUS 333 Human Resource Management	3 credits
BUS 335 Business Ethics	3 credits
BUS 341 Principles of Finance	3 credits
SS 310 Foundations in Sport Coaching	3 credits
SS 320 Foundations of Officiating	3 credits
SS 325 Kinesiology	3 credits
SPM 375 Topics in Sport Management	3 credits
SS 402 Exercise Physiology	3 credits

Capstone Requirement

3 credits

Choose one of the following courses:

SPM 395/495 Senior Internship	3 credits
SPM 398/498 Senior Practicum	3 credits
SPM 399/499 Senior Guided Independent Study	3 credits