



# Sport Management, B.A. *major*

Required Credits: 69

Required GPA: 2.25

## I REQUIRED CORE COURSES

Complete the following courses:

- ACCT 2101 Principles of Accounting I (3 credits)
- BUAD 2280 Computer Business Applications (3 credits)
- ECON 2000 Principles of Microeconomics (3 credits)
- HLTH 2100 First Aid and CPR/AED (1 credit)
- PHED 2109 Introduction to Sport Management (3 credits)
- PHED 3120 Psychology of Sport (2 credits)
- PHED 3219 Sport Economics (2 credits)
- PHED 3449 Socio-Culture and Ethical Issues in Sport (3 credits)
- PHED 3509 Sport Event Management (2 credits)
- PHED 3519 Sport Facility Management (2 credits)
- PHED 3600 Sport Marketing (3 credits)
- PHED 4209 Sport Finance (3 credits)
- PHED 4309 Legal Aspects of Sport, Health, and Fitness (3 credits)
- PHED 4409 Sport Business Management (3 credits)

Complete the following course:

- PHED 2970 Internship: Sport Management Practicum (2 credits)

Complete the following course:

- PHED 4920 DGS: (1 credit)

Complete the following course, 12 credits:

- PHED 4971 Internship: Sport Management (1-12 credits)

## II. REQUIRED MINOR

REQUIRED MINOR Students are to select a minor that will contribute to their professional aspirations. The minors listed below are recommended, though students have the option to select any minor offered by the University. Students are encouraged to work with their faculty advisor to select an appropriate minor.

- Accounting
- Business Administration
- Economics
- Mass Communication

## Program Learning Outcomes | Sports Management, B.A.

1. Ethics: Students will become familiar with: theories of ethics; concepts of morality; professional ethics, rights and responsibilities; the importance in developing personal and management values; the importance in developing a personal philosophy regarding social responsibility.

2. Finance, Accounting & Economics: Students will become familiar with: 1) The financial status of the sport industry; sources of income to finance sport; with alternative sources of revenue to finance sport; the justifications using public and private sources of revenue to finance sport. 2) Basic accounting principles; financial statements; the different types of budgeting; developing budgets when financing sport; spreadsheet utilization. 3) The economic growth

of the sport industry; the concepts of competitive strategy as it applies to the sport industry; economic impact principles as they are applied to the sport industry; economic theories as they apply to the sport industry; how the media has economically impacted the sport industry; the economic impact of venues and events; economic perspectives in labor relations within the sport industry.

3. Integrative Experience: Students will: 1) Establish professional goals; develop a professional philosophy; engage in service learning activities; and develop an electronic portfolio (that include goals, philosophy, and activities) that will serve as a communication and marketing tool when searching for an internship and / or job position in the sport management industry. 2) Adequately demonstrated knowledge and skills while completing their internship: a) communication; oral & written, b) economics, c) ethics, d) event & facility management, f) finance & budgeting, g) governance, h) legal issues, i) management, and j) marketing.

4. Legal Issues: Students will become familiar with: tort law; risk management procedures; the concept of product liability; constitutional law; contract law; administrative and statutory law; the legal system; crowd control and security issues.

5. Social, Psychological and International Foundations: Students will become familiar with: 1) Internal and external factors that shape sport in a culture; how sport mirrors society; how sport is used as a medium for integrating gender, ethnic, religious, and disabilities interests; how social phenomena affect participation and behavior; how individuals enter and leave sport involvement; how mainstream values are inherent in contemporary society. 2) Personality, individual and group performances, competitiveness, goal setting, psychosocial influences, motivation, and violence within the context of sport psychology. 3) International cultures in sport; the similarities and differences with Ancient and modern Olympics; early American games and sports and their origination; world and international sports.

6. Sport Management Principles, Leadership, Operations, and Gov: Students will become familiar with: 1) Various functions of management; the strategic planning process; various management theories; the decision-making process; the problem-solving process; human resource management; organizational structure and staffing. 2) Theories of sport leadership; leadership styles; skills & competencies required of sport leaders; motivation theories. 3) The process in planning & designing sport facilities; venue and event management, operations, maintenance, programming and scheduling logistics. 4) Governing bodies in professional and amateur sport; the organizational structure of a variety of sport governing bodies; the authority and functions of various sport governing bodies; the requirements for membership in sport governing bodies; the sanction and appeal processes utilized by sport governing bodies.

7. Sport Marketing: Students will become familiar with: Definitions of marketing and sport marketing; unique aspects of sport marketing; consumer demographics & psychographics information; the marketing mix; the process of developing marketing goals & objectives; the segmentation process and identifying target markets; the process of developing a sport marketing proposal.

## SUGGESTED SEMESTER SCHEDULE FOR SPORT MANAGEMENT MAJOR, B.A.

The following is a list of required Sport Management B.A. courses arranged by year. This schedule is intended to help students plan their courses in an orderly fashion; however, these are only suggestions and this schedule is flexible.

### Freshman

- ACCT2101
- HLTH2100
- PHED2109

- Liberal Education requirements

#### Sophomore

- BUAD2280
- ECON2000
- PHED2970
- PHED3449
- Major Required Electives
- Complete Liberal Education requirements

#### Junior

- PHED3509
- PHED4209
- PHED4309
- Major Required Electives

#### Senior

- PHED4409
- PHED4920
- Complete Internship for 12 credits
- PHED4971
- Complete Major Required Electives