

# Sport Management (SPM)

- **Major: 63 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);**
- **Application: Internship (SPM 380) (General 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.

The major provides students with training in key areas important for the sport world, focusing on the economic and social environment of sport business, the financing and operations of facilities, and the marketing and managing of events.

Internships 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.

<b>SPORT MANAGEMENT MAJOR</b>		<b>63 crs.</b>
<b>SPORT MANAGEMENT MAJOR CORE REQUIREMENTS</b>		<b>39 crs.</b>
<b>ACC 205</b>	<b>PRINCIPLES OF FINANCIAL ACCOUNTING</b>	<b>3</b>
<b>ACC 230</b>	<b>PRINCIPLES OF MANAGERIAL ACCOUNTING</b>	<b>3</b>
<b>ECO 211</b>	<b>PRINCIPLES OF MICROECONOMICS</b>	<b>3</b>
<b>ECO 212</b>	<b>PRINCIPLES OF MACROECONOMICS</b>	<b>3</b>
<b>BUS 305</b>	<b>LEGAL ASPECTS OF SPORT MANAGEMENT</b>	<b>3</b>
<b>FIN 308</b>	<b>PRINCIPLES OF BUSINESS FINANCE</b>	<b>3</b>
<b>BUS 310</b>	<b>QUANTITATIVE ANALYSIS FOR BUSINESS DECISIONS</b>	<b>3</b>
<b>BUS 324</b>	<b>BUSINESS ETHICS AND CORPORATE SOCIAL RESPONSIBILITY (W)</b>	<b>3</b>
<b>MTH 170</b>	<b>STATISTICS</b>	<b>3</b>
<b>MGT 204</b>	<b>PRINCIPLES OF MANAGEMENT</b>	<b>3</b>
<b>MKT 205</b>	<b>PRINCIPLES OF MARKETING</b>	<b>3</b>
<b>BUS 410</b>	<b>MANAGEMENT INFORMATION SYSTEMS</b>	<b>3</b>
<b>BUS 450</b>	<b>BUSINESS STRATEGY AND POLICY</b>	<b>3</b>

**SPORT MANAGEMENT  
 MAJOR REQUIREMENTS** **24 crs.**

<b>COM 230</b>	<b>SPORT COMMUNICATION</b>	<b>3</b>
<b>ECO 320</b>	<b>ECONOMICS OF SPORT</b>	<b>3</b>
<b>FIN 320</b>	<b>BUDGETING AND FINANCING OF SPORT</b>	<b>3</b>
<b>MKT 325</b>	<b>SPORT MARKETING (W)</b>	<b>3</b>
<b>PSY 465</b>	<b>SPORT AND HEALTH PSYCHOLOGY</b>	<b>3</b>
<i>or</i>		
<b>SOC 450</b>	<b>SOCIOLOGY OF SPORT</b>	<b>3</b>
<i>or</i>		
<b>SPM 360</b>	<b>SPORT MANAGEMENT IN U.S. CULTURE</b>	<b>3</b>
<b>SPM 320</b>	<b>PRINCIPLES OF SPORT MANAGEMENT</b>	<b>3</b>
<b>SPM 376</b>	<b>SPORT FACILITIES AND EVENT MANAGEMENT (W)</b>	<b>3</b>
<b>SPM 470</b>	<b>INTERNSHIP IN SPORT MANAGEMENT</b>	<b>3</b>

**RECOMMENDED ELECTIVE**

<b>MGT 314</b>	<b>ORGANIZATIONAL BEHAVIOR</b>	<b>3</b>
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**SPORT MANAGEMENT MINOR** **18 crs.**
**REQUIRED COURSES** **12 crs.**

<b>BUS 305</b>	<b>SPORT LAW</b>	<b>3</b>
<b>PSY 465</b>	<b>SPORT AND HEALTH PSYCHOLOGY</b>	<b>3</b>
<i>or</i>		
<b>SOC 450</b>	<b>SOCIOLOGY OF SPORT</b>	<b>3</b>
<i>or</i>		
<b>SPM 360</b>	<b>SPORT MANAGEMENT IN U.S. CULTURE</b>	<b>3</b>
<b>SPM 320</b>	<b>PRINCIPLES OF SPORT MANAGEMENT</b>	<b>3</b>
<b>SPM 376</b>	<b>SPORT FACILITIES AND EVENT MANAGEMENT (W)</b>	<b>3</b>

**ELECTIVES** **6 crs.**

<b>SPM 354</b>	<b>SPORT AND THE MEDIA</b>	<b>3</b>
<b>SPM</b>		
<b>380-389</b>	<b>TOPICS IN SPORT MANAGEMENT</b>	<b>3</b>
<b>ECO 320</b>	<b>ECONOMICS OF SPORT</b>	<b>3</b>
<b>FIN 320</b>	<b>BUDGETING AND FINANCING OF SPORT</b>	<b>3</b>
<b>MKT 325</b>	<b>SPORT MARKETING (W)</b>	<b>3</b>
<b>PSY 465</b>	<b>SPORT AND HEALTH PSYCHOLOGY</b>	<b>3</b>
<b>SPM 470</b>	<b>INTERNSHIP IN SPORT MANAGEMENT</b>	<b>3</b>

## Sport Management (SPM)

### **SPM 320** **3**

#### **PRINCIPLES OF SPORT MANAGEMENT**

The management of sport-related businesses will be examined by applying key concepts of management to sporting events and programs. Topics may include strategic planning; facility and event planning; organizing and delegation; the financing and economics of sport; managing change; behavior in organizations; and quality control. The course may be taught from a case perspective and will cover a broad base of businesses involved in sports. Prerequisite or concurrent enrollment: MGT 204 or ATH/PED 357.

### **SPM 354** **3**

#### **SPORT AND THE MEDIA**

This course examines the world of mediated professional, collegiate, and amateur sport. Students will investigate the commercial origins of mediated sport and consider the likely future of the business of sport media and its influence on the sports business.

### **SPM 360** **3**

#### **SPORT MANAGEMENT IN U.S. CULTURE**

This class will focus on the social and cultural aspects of sport management in the United States.

### **SPM 376** **3**

#### **SPORT FACILITIES AND EVENT MANAGEMENT (W)**

A course covering the theoretical foundations and practical applications for understanding the management of facilities and sporting events. Topics include key strategies for managing event logistics, critical planning techniques, and applications through the development, planning, execution, and evaluation of a fundraising sporting event. Prerequisite: SPM 320. Prerequisites or concurrent: FIN 320.

### **SPM 380-389** **3**

#### **TOPICS IN SPORT MANAGEMENT**

### **SPM 470** **3-8**

#### **INTERNSHIP IN SPORT MANAGEMENT**

Internship in sport management will focus on experiences that enable the student to synthesize and apply knowledge from the core and specialized courses. Prerequisites: Junior standing and SPM 320.