SPORT MANAGEMENT EMPHASIS

I. Core Requirements ........................................................................................................................................52-60 hours
II. Business Core Requirements ...........................................................................................................................39 hours

- BUS 215 Computer Applications for Business 3
- BUS 231 Principles of Accounting I 3
- BUS 232 Principles of Accounting II 3
- **BUS 322 Sport Law** 3
  - OR
  - BUS 323 The Legal Environment of Business 3
- BUS 325 Principles of Management 3
- BUS 327 Business Communications 3
- BUS 328 Principles of Marketing 3
  - OR
  - **BUS 329 Sport Marketing** 3
- BUS 380 Managerial Finance 3

- **BUS 454 Facilities Management** 3
  - OR
  - BUS 455 Operations Management 3

- BUS 470 Business Policy and Strategy 3
- ECN 201 Principles of Economics I 3
- ECN 202 Principles of Economics II 3
- MTH 200 Elementary Probability and Statistics 3
  - or
  - PSY 285 Statistics for the Social Sciences 3

III. Sport Management Requirements ...................................................................................................................21 hours

- **BUS 270 Foundations of Sport Management** 3
- BUS 311 Ethical Issues in Sport 3
- BUS 363 Sport Information Management 3
- BUS 495 Sport Seminar 3
- **BUS 497 Sport Management Internship** 6

Choose three (3) hours from the following electives:

- **BUS 334 Sport in Society** 3
CATALOG COURSE DESCRIPTIONS

BUS 270  Foundations of Sport Management  3 credit hours
This course will provide students with an introduction to the sport industry, management and leadership in sports, sport governance planning, policy-making, program evaluation, budgeting, public relations and sport psychology. It provides an overview of the responsibilities of those involved in the sport industry, (interscholastic, intercollegiate and professional). Strong emphasis is placed on the future development of sport and career opportunities. Prerequisite: ENG 111.

BUS 311  Ethical Issues in Sport  3 credit hours
This course is designed to introduce sport management students to basic ethical principles so that they may deal with managerial situations that often arise in sport industry settings. Students will be introduced to ethical concepts and theories that will provide a background for development of comprehensive ethical decisions. Prerequisite: BUS 270.

BUS 322  Sport Law  3 credit hours
This course examines the governance of professional and amateur sport activities by the various governing agencies. Students will conduct research and become familiar with these agencies, their authority, organizational structure, and functions. The role and influence of sport commissions and other governmental bodies on sport governance is also explored, along with the sanction and appeal processes utilized by the agencies. Prerequisite: Junior standing.

BUS 329  Sport Marketing  3 credit hours
Students apply the fundamentals of marketing – target market, product, price, marketing channel, and marketing communication – to the sport industry. Students gain an understanding of sport as a product and its unique aspects. Prerequisite: Junior standing.

BUS 334  Sport in Society  3 credit hours
This course examines the relationship between sport, both professional and amateur, and society. Students apply critical thinking skills to analyze current sport-related controversies, and gain a deeper understanding of the relationships between sports and global social issues such as gender, ethnicity, social class, economics, politics and mass media. It will also examine the social and
cultural history of sport and its influence on our social institutions, such as politics, the economy and government. Prerequisites: ECN 201 or ECN 202 or SOC 119.

BUS 363   Sport Information Management 3 credit hours
This course is an intensive exploration of selected topics in sport information. Discussion of media, writing, social media, and current trends in the field will be studied. Prerequisite: BUS 270 and junior standing.

BUS 373   Globalization of Sport Industry 3 credit hours
This course provides an analysis of the impact of the globalization of sport in relation to the organization and management of international sports, including the Olympic movement and the examination of U.S. amateur and professional sports. A comprehensive investigation of international governance, political, social, and economic issues which leagues and corporations must consider in conducting business in foreign markets. Several key areas of international business, as they relate to sport business, are explored including the scale, scope and organization of global sports, globalization, internationalization, cultural aspects, international marketing, political risk, financial/economic risk, human rights, ethical dimensions, role of media, technology and professional sport leagues. Critical thinking skills are enhanced with the use of case situations and group discussions related to the organizational, social, and cultural differences of the global sport community. Prerequisite: BUS 270.

BUS 422   Sport Psychology 3 credit hours
This course will focus on the psychological factors related to motivation, participation, and exercise adherence in sport venues. Students will explore how psychological and social variables influence participation and performance in sport and physical activity, and how participation in sport and physical activity affect the psychological well-being of the individual. Prerequisite: PSY 110 and Junior standing.

BUS 429   Sport Licensing/Strategic Alliances 3 credit hours
This course will explore why and how sport licensing is used effectively in the global business of sport. Both theoretical and applied perspectives will be used. The course will examine the strategic rational and different forms of sports licensing and how sport managers can use sport licensing to lead their companies to achieve growth and other key objectives. Course content will include examining US and international sport leagues and how they administer their licensing programs. The course will cover the process of identification of licensing opportunities, selection of business partners, process of establishing a license agreement, international licensing and the management of licensing relationships. In addition, students will be introduced to strategic alliances with an emphasis on why and how domestic and international alliances may be used to achieve sport enterprise objectives. Prerequisite: BUS 322.

BUS 454   Facilities Management 3 credit hours
This course focuses on the fundamentals of operating a sport facility. Emphasis is placed on
examining various quality management techniques and the development of performance measurements associated with event and facilities operations. Project management skills are developed within the framework of sport event and facilities design, maintenance, planning, operations, scheduling, and controlling. Operational topics are explored through both a qualitative and quantitative perspective. Students will be asked to plan and conduct an event on campus. Prerequisites: BUS 215, BUS 232, BUS 325, ECN 201 or ECN 202.

**BUS 495 Sport Seminar**

3 credit hours

Research and discussion of critical questions in physical education and sport management; topics to be studied will vary according to the concern of seminar students. Prerequisite: At least 39 hours of BUS course work.

**BUS 497 Sport Management Internship**

3-6 credit hours

This course includes on-the-job learning in a sport management setting. Field experience involving supervised contact with Sport administrators. Forty-five contact hours per semester hour credit is required. Prerequisites: Completion of all requirements of the Sport Management emphasis and consent of the Instructor.