

BILL & VIEVE GORE SCHOOL OF BUSINESS

SPORTS MANAGEMENT

Program Chair

- Dax Jacobson

Program Learning Goals

Students with a major in sports management will be able to:

- Analyze the unique dynamics of the competitive environment in the sports industry
- Implement best practices in sports-related organizations
- Engage in professional and effective communication
- Demonstrate leadership, management and administrative principles and practices specific to the sports industry and management
- Develop strategies for beneficial change in accordance with rules and regulations of specific sport organizations

The sports management curriculum will also help students master the following college-wide learning goals:

- **Critical Thinking**
Students will comprehensively explore issues, ideas, artifacts, events, and other positions, before accepting or formulating an opinion or conclusion.
- **Creativity**
Students will combine or synthesize new ideas, practices, or expertise in original ways that are characterized by innovation, divergent thinking, and risk taking.
- **Collaboration**
Students will demonstrate self-awareness, understanding of effective group dynamics, and project management skills.
- **Communication**
Students will communicate ideas to audiences in oral, visual, and written forms to establish knowledge, to increase understanding, or to advocate for a particular position.
- **Global Responsibility**
Students will (i) employ practices informed by social responsibility across the spectrum of differences and (ii) demonstrate knowledge of and evaluate solutions for, challenges affecting local, regional, and global communities.

Objectives

The program offers an academic major leading to a Bachelor of Science degree or a Bachelor of Arts degree

Program Requirements

The program will require students to maintain a 2.3 GPA and earn a grade of C or better in all required courses. Students must meet the college-wide graduation requirements in addition to the sports management major requirements:

- 30 upper-division hours
- 124 total hours
- WCore or Honors College requirements

Bachelor of Science in Sports Management

Requirement Description	Credit Hours	Prerequisites
I. Lower-Division Requirements	23-26*	
DATA 150 Data and Society	4	
BUSI 101A* Business Fundamentals I, Communicating	3	Co-requisites: BUSI 101B and BUSI 101C
BUSI 101B* Business Fundamentals I, Calculating	3	MATH 101 or above Co-requisites: BUSI 101A and BUSI 101C
BUSI 101C* Business Fundamentals 1: Company Lab	0	Co-requisites: BUSI 101A and BUSI 101B
ACCT 213 Financial Accounting	3	BUSI 102 or BUSI 101A and BUSI 101B
BUSI 200 Business Math and Modeling	3	BUSI 102 or BUSI 101A and BUSI 101B
BUSI 225 Business Law	3	BUSI 102 or BUSI 101A and BUSI 101B
ECON 253 Elementary Macroeconomics	3	MATH 101 or above
HPW 255 Foundations of Sports Management	4	

*Transfer students take BUSI 102: Business Fundamentals for Transfer Students rather than BUSI 101A/B/C.

Requirement Description	Credit Hours	Prerequisites
II. Upper-Division Requirements	22-24	
HPW 345 Sports Law and Ethics	4	HPW 255
ECON 412S Sports Economics	2	ECON 253, MATH 101, ACCT 213
FINC 300 Business Finance	3	BUSI 200 and ACCT 213
MKTG 300 Principles of Marketing	3	BUSI 101A and BUSI 101B OR BUSI 102
MGMT 305 Principles of Management	4	BUSI 101A and BUSI 101B OR BUSI 102
MGMT 412M Sports Management	2	MGMT 305
MKTG 412Q Sports Marketing	2	MKTG 300
BUSI 440 2 internships, one sophomore year, one senior year (1-2) each Business Fundamentals: Internship	2-4	
III. Elective Requirements	8	
Choose 8 credits of course work from the list below:		
COMM 322 Multimedia Image Production	4	COMM 250
COMM 326 Introduction to Web Writing and Design	4	
COMM 350 Organizational Communication	4	
COMM 360 Race, Gender, Class and Media	4	
HPW 360 College Athletic Administration	4	
MGMT 433 Organizational Behavior	4	
MKTG 303 Professional Selling	4	
IV. Senior Capstone	4	
SOC 330 Sports and Society	4	
Total Hours for the B.S. Sports Management	59-64	

Bachelor of Arts in Sports Management

Requirement Description	Credit Hours	Prerequisites
I. Liberal Arts Requirements	12-20	
<p>Students completing the Bachelor of Arts (B.A.) must complete either:</p> <p>(a) A declared academic minor other than a Business minor (Business, Economics and Entrepreneurship cannot be used) or</p> <p>(b) Twelve credit hours of a single world language or</p> <p>(c) Eight credit hours of a single world language and either:</p> <ul style="list-style-type: none"> • Four credit hours of a Westminster May Term Study Experience or • Four credits of an international study tour transferred from an accredited college or university. 		
Requirement Description	Credit Hours	Prerequisites
II. Lower Division Requirements	23-26*	

Requirement Description	Credit Hours	Prerequisites
ACCT 213 Financial Accounting	3	BUSI 102 or BUSI 101A and BUSI 101B
BUSI 101A* Business Fundamentals: Communicating	3	Co-requisites: BUSI 101B and BUSI 101C
BUSI 101B* Business Fundamentals: Calculating	3	MATH 101 or above Co-requisites: BUSI 101A and BUSI 101C
BUSI 101C* Business Fundamentals: Company Lab	0	Co-requisites: BUSI 101A and BUSI 101B
BUSI 200 Business Math and Modeling	3	BUSI 102 or BUSI 101A and BUSI 101B
BUSI 225 Business Law	3	BUSI 102 or BUSI 101A and BUSI 101B
ECON 253 Elementary Macroeconomics	3	MATH 101 or above
DATA 150 Data and Society	4	
HPW 255 Foundations of Sports Management	4	
*Transfer students take BUSI 102: Business Fundamentals for Transfer Students rather than BUSI 101A/B/C.		
III. Upper Division Requirements	22-24	
ECON 412S Sports Economics	2	ECON 253, MATH 101, ACCT 213
FINC 300 Business Finance	3	BUSI 200 and ACCT 213
HPW 345 Sports Law & Ethics	4	HPW 255
MGMT 305 Principles of Management	4	BUSI 101A and BUSI 101B OR BUSI 102
MGMT 412M Sports Management	2	MGMT 305
MKTG 300 Principles of Marketing	3	BUSI 101A and BUSI 101B OR BUSI 102
MKTG 412Q Sports Marketing	2	MKTG 300
BUSI 440 2 internships, one sophomore year, one senior year (1-2) each Business Fundamentals: Internship	2-4	
IV. Electives	4	
Choose 4 hours of course work from courses below:		
COMM 322 Multimedia Image Production	4	
COMM 326 Introduction to Web Writing and Design	4	
COMM 350 Organizational Communication	4	COMM 250
COMM 360 Race, Gender, Class and Media	4	
HPW 360 College Athletic Administration	4	HPW 255
MGMT 433 Organizational Behavior	4	MGMT 305
MKTG 303 Professional Selling	4	MKTG 300
V. Senior Capstone	4	
SOC 330 Sports and Society	4	
Total Hours for the Program	53-58	

Recommended Plan of Study

	Fall Semester	Spring Semester
Year 1	WCore 1 (4) WCore 2 (4) BUSI 101A (3) BUSI 101B (3) BUSI 101C (0) Elective Class* (1-2)	WCore 3 (4) WCore 4 (4) ECON 253 (4) Data 150 (3) Elective Class* (1)
Year 2	WCore 5 (4) WCore 6 (4) BUSI 200 (4) HPW 255 (4) Elective Class* (1)	HPW 345 (4) ACCT 213 (3) BUSI 225 (3) BUSI 440 (1-2)* MGMT 305 (4) Elective Class* (3-4)
Year 3	ECON 412S (2) FINC 300 (3) MKTG 300 (3) WCORE EWORLD (4) Sports MGMT elective (4)	MKTG 412Q (2) MGMT 412M (2) Sports MGMT elective (4) (BS) Language 1 (BA) Elective Class* (4-8)
Year 4	BUSI 440 (1-2)* Language 2 (BA) Elective classes as needed* (9-11)	BUSI 440 (1-2)* SOC 330 (4) Language 3 (BA) Elective classes as needed*

*Extra hours can be obtained by increasing internship hours, adding a minor or taking classes for interest.