

# BILL & VIEVE GORE SCHOOL OF BUSINESS

## SPORTS MANAGEMENT

### Program Chair

- Nancy Panos Schmitt

### Program Learning Goals

Students with a major or minor 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, Bachelor of Arts degree, as well as an academic minor.

### 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	CH	PREQ
I. Lower-Division Requirements	10	
DATA 150 Data and Society 4		
BUSI 101A Business Fundamentals I, Communicating 3		
BUSI 101B Business Fundamentals I, Calculating 3		
MATH 101 or above		
BUSI 101C Business Fundamentals 1: Company Lab 0		
II. Upper-Division Requirements	25-29	
HPW 255 Foundations of Sports Management		

Requirement Description	CH	PREQ
<p>4 HPW 345 Sports Law and Ethics</p> <p>4 HPW 255</p> <p>HPW 360 College Athletic Administration 4 HPW 255</p> <p>HPW 440 Sports Management Internship 2-6</p> <p>MKTG 300 Principles of Marketing 3 BUSI 101A and BUSI 101B</p> <p>MGMT 305 Principles of Management 4 BUSI 102 or BUSI 101A and BUSI 101B</p> <p>SOC 330 Sports and Society</p> <p>4</p>		
III. Track and Elective Requirements	32	
<p>TRACKS: Students must complete <b>32</b> credit hours of one track option between 1) Athletics or 2) Business. Each track option includes a set of electives to choose from and the individual requirements are as follows:</p> <p>Athletics Track: Students choosing the Athletics track must complete <b>32</b> credit hours of electives from the electives list.</p> <p>2) Business Track: Students choosing the Business track must complete the following courses totaling <b>20</b> credit hours plus an additional <b>12</b> credit hours of electives from the electives list.</p> <p>ACCT 213 Principles of Accounting 3 BUSI 102 or BUSI 101A and BUSI 101B</p> <p>ACCT 313 Managerial Accounting 3 ACCT 213</p> <p>BUSI 200 Applied Business Math and Modeling 3 BUSI 102 or BUSI 101A and BUSI 101B</p> <p>BUSI 300 Information Technology</p> <p>3 BUSI 200 or BUSI 101A, BUSI 101B and CMPT 201</p> <p>FINC 300 Business Finance</p> <p>4 BUSI 200 and ACCT 213</p> <p>MGMT 433 Organizational Behavior</p> <p>4 MGMT 305</p>		
IV. Electives		
<p>ACCT 213 Principles of Accounting</p> <p>3 BUSI 102 or BUSI 101A and BUSI 101B</p> <p>BBA_PRJ 1.5 External Environment (online)</p> <p>2</p>		

Requirement Description	CH	PREQ
BBA_PRJ 2.3 Brand Personality Survey (online)  2		
BBA_PRJ 3.1 Balanced Scorecard Implementation (online)  2		
BBA_PRJ 4.5 Executive Leadership and Team Evaluation (online)  2		
BBA_PRJ 4.F Business Level Strategy and Sustainability (online)  2		
COMM 326 Introduction to Web Writing and Design  4		
COMM 250 Intro to Human Communication  4		
COMM 336 Principles of Public Relations  4		
COMM 350 Organizational Communication  4		
COMM 250  COMM 360 Race, Gender, Class and Media  4		
ECON 253 Elementary Macroeconomics  3		
MATH 101 or above  ECON 263 Elementary Microeconomics  3		
MATH 101 or above  FINC 300 Business Finance  4		
ACCT 213 and BUSI 200  HWP 215 Flexibility for Life and Sport  1		
HPW 260 Psychological Aspects of Performance and Well-Being  2		
HPW 325 Intro to Athletic Training		

Requirement Description	CH	PREQ
2  HPW 350 Nutrition for HPW		
2  MGMT 433 Organizational Behavior		
4 MGMT 305		
PHIL 124 Ethics and the Profit Motive		
4  PSYC 216 Social Psychology		
4 PSYC 105		
Total Hours for the B.S. Sports Management	67-71	

**Bachelor of Arts in Sports Management**

Requirement Description	CH	PREQ
Students completing the Bachelor of Arts option (B.A.) must complete either: <ul style="list-style-type: none"> <li>• i. A declared academic minor other than a Business minor or</li> <li>• ii. <b>Twelve</b> credit hours of a single world language or</li> <li>• <b>Eight</b> credit hours of a single world language, and either:                             <ul style="list-style-type: none"> <li>• <b>four</b> credit hours of a Westminster May term study/cultural international experience</li> <li>• <b>four</b> credits of an international study tour transferred from an accredited college or university</li> </ul> </li> </ul> See External Credit for equivalencies, AP, and CLEP credit policy.		
I. Lower-Division Requirements	10	
DATA 150 Data and Society		
4		
BUSI 101A Business Fundamentals I: Communicating		
3		
BUSI 101B Business Fundamentals I: Calculating		
3 MATH 101 or above		
II. Upper-Division Requirements	25-29	
HPW 255 Foundations of Sports Management		
4		

Requirement Description	CH	PREQ
<p>HPW 345 Sports Law and Ethics</p> <p>4 HPW 255</p> <p>HPW 360 College Athletic Administration</p> <p>4 HPW 255</p> <p>HPW 440 Sports Management Internship</p> <p>2-6</p> <p>MKTG 300 Principles of Marketing</p> <p>3 BUSI 101A and BUSI 101B</p> <p>MGMT 305 Principles of Management</p> <p>4 BUSI 102 or BUSI 101A and BUSI 101B</p> <p>SOC 330 Sports and Society</p> <p>4</p>		
<p>III. Track and Elective Requirements</p>	<p>32</p>	
<p>TRACKS: Students must complete <b>32</b> credit hours of one track option between 1) Athletics or 2) Business. Each track option includes a set of electives to choose from and the individual requirements are as follows:</p> <p>1) Athletics Track: Students choosing the Athletics track must complete <b>32</b> credit hours of electives from the electives list.</p> <p>2) Business Track: Students choosing the Business track must complete the following courses totaling <b>20</b> credit hours plus an additional <b>12</b> credit hours of electives from the electives list.</p> <p>ACCT 213 Principles of Accounting</p> <p>3 BUSI 102 or BUSI 101A and BUSI 101B</p> <p>ACCT 313 Managerial Accounting</p> <p>3 ACCT 213</p> <p>BUSI 200 Applied Business Math and Modeling</p> <p>3 BUSI 102 or BUSI 101A and BUSI 101B</p> <p>BUSI 300 Information Technology</p> <p>3 BUSI 200 or BUSI 101A, BUSI 101B and CMPT 201</p> <p>FINC 300 Business Finance</p>		

Requirement Description	CH	PREQ
4 BUSI 200 and ACCT 213  MGMT 433 Organizational Behavior  4 MGMT 305		
IV. Electives		
ACCT 213 Principles of Accounting  3 BUSI 102 or BUSI 101A and BUSI 101B  BBA_PRJ 1.5 External Environment (online)  2  BBA_PRJ 2.3 Brand Personality Survey (online)  2  BBA_PRJ 3.1 Balanced Scorecard Implementation (online)  2  BBA_PRJ 4.5 Executive Leadership and Team Evaluation (online)  2  BBA_PRJ 4.F Business Level Strategy and Sustainability (online)  2  COMM 250 Intro to Human Communication  4  COMM 326 Introduction to Web Writing and Design  4  COMM 336 Principles of Public Relations  4  COMM 350 Organizational Communication  4 COMM 250  COMM 360 Race, Gender, Class and Media  4  ECON 253 Elementary Macroeconomics  3 MATH 101 or above  ECON 263 Elementary Microeconomics  3 MATH 101 or above		

Requirement Description	CH	PREQ
ECON 420 Labor Relations Economics  4 ECON 263  FINC 300 Business Finance  4 ACCT 213 and BUSI 200  HWP 215 Flexibility for Life and Sport  1  HPW 260 Psychological Aspects of Performance & Well-Being  2  HPW 325 Intro to Athletic Training  2  HPW 350 Nutrition  2  MGMT 433 Organizational Behavior  4 MGMT 305  PHIL 124 Ethics and the Profit Motive  4  PSYC 216 Social Psychology  4 PSYC 105		
Total Hours for the B.A. Sports Management	79-83	

**Recommended Plan of Study- Athletics Track**

Year 1	WCore 1 WCore 2 BUSI 101A (3) BUSI 101B (3)	WCore 3 WCore 4 HPW 255 (4) Data 150 (3)
Year 2	WCore 5 WCore 6 Language requirement (4)	Language Requirement (4) SOC 330 (4) *Odd years BUSI 200 (3)
Year 3	MKTG 300 (3) Major Electives as needed	MGMT 305 (4) SOC 330 (4) *Odd Electives as needed
Year 4	HPW 345 (4) HPW 440 (2-6) Major Electives as needed	HPW 360 (4) HPW 440 (2-6) Major Electives as needed

\*Indicates courses that may need to switch sophomore and junior year based on course availability of odd vs even years

**Recommended Plan of Study- Business Track**

Year 1	WCore 1 WCore 2 BUSI 101A (3) BUSI 101B (3)	WCore 3 WCore 4 HPW 255 (4) Data 150 (3)
Year 2	WCore 5 WCore 6 Language requirement (4) BUSI 200	Language Requirement (4) SOC 330 (4) *Odd years ACCT 213 (3) FINC 300 (4)
Year 3	MKTG 300 (3) BUSI 300 (3) ACCT 313 (3) Major Electives as needed	MGMT 305 (4) SOC 330 (4) *Odd years Major Electives as needed
Year 4	HPW 345 (4) HPW 440 (2-6) Major Electives as needed	HPW 360 (4) HPW 440 (2-6) Major Electives as needed

\*Indicates courses that may need to switch sophomore and junior year based on course availability of odd vs even years

**Sports Management Minor**

Requirement Description	CH	PREQ
I. Upper-Division Courses	16	
HPW 255 Foundations of Sports Management 4 HPW 345 Sports Law and Ethics 4 HPW 255 HPW 360 College Athletic Administration 4 HPW 255 MGMT 305 Principles of Management 4 BUSI 102 or BUSI 101A and BUSI 101B		
II. Electives	10	
Students completing a Sports Management minor must take <b>10</b> credit hours of electives from the list below: ACCT 213 Principles of Accounting 3 BUSI 102 or BUSI 101A and BUSI 101B BBA_PRJ 1.5 External Environment (online course) 2 BBA_PRJ 2.3 Brand Personality Survey (online course) 2 BBA_PRJ 3.1 Balanced Scorecard Implementation (online course) 2		



Requirement Description	CH	PREQ
BBA_PRJ 4.5 Exec. Leadership and Team Evaluation (online course)  2		
BBA_PRJ 4.F Business Level Strategy and Sustainability (online course)  2		
COMM 250 Intro to Human Communication  4		
COMM 326 Introduction to Web Writing and Design  4		
COMM 336 Principles of Public Relations  4		
COMM 350 Organizational Communication  4		
COMM 250  COMM 360 Race, Gender, Class and Media  4		
ECON 253 Elementary Macroeconomics  3		
MATH 101 or above  ECON 263 Elementary Microeconomics  3		
MATH 101 or above  FINC 300 Business Finance  4		
ACCT 213 and BUSI 200  HWP 215 Flexibility for Life and Sport  1		
HPW 260 Psychological Aspects of Performance and Well-Being  2		
HPW 325 Intro to Athletic Training  3		
HPW 350 Nutrition for HPW  2		

Requirement Description	CH	PREQ
MGMT 433 Organizational Behavior 4 MGMT 305 PHIL 124 Ethics and the Profit Motive 4 PSYC 216 Social Psychology 4 PSYC 105 SOC 330 Sport and Society 4		
Total Hours for the Sports Management Minor	26	