

Bachelor of Science in Sports Management

The B.S. in Sports Management is designed for those who are interested in sports management, coaching, and administration in collegiate, community, or high school sports. This online bachelor's degree arms you with an improved understanding of sports administration, coaching theory and strategy, and business skills such as marketing, promotion, public relations, finance, and sports law. This degree program is an ideal choice for you as you pursue a career as an interscholastic or intercollegiate coach, sports manager, or front-office manager.

Degree Program Objectives

In addition to the institutional and degree level learning objectives, graduates of this program are expected to achieve these learning outcomes:

- Describe the impact of legal principles and considerations in sport management on the decision-making process for sport managers.
- Apply management principles, concepts, and practices associated with the operations and maintenance of sports and recreation facilities.
- Appraise sociological, historical, political, and philosophical aspects of sport.
- Examine ethical practices, procedures, and decision-making models used in sports management professions.
- Apply financial management principles and concepts to managing a sports organization and facility.
- Analyze the dimensions of specific sport marketing plans and strategies.

Degree at a Glance

Code	Title	Semester Hours
	General Education Requirements	30
	Major Required	36
	Final Program Requirements	3
	Elective Requirements	51
	Total Semester Hours	120

Degree Program Requirements

General Education Requirements (30 semester hours)

Code	Title	Semester Hours
Arts and Humanities (6 semester hours)		
Select 2 courses from the following: ¹		6
ARAB100	Arabic I	
ARAB101	Arabic II	
ARTH200	Art Appreciation	
ARTH241	Film and Literature	
DSIN141	Image Enhancement using Adobe Photoshop	
FREN100	French I	
FREN101	French II	
GERM100	German I	
GERM101	German II	
JAPN100	Introduction to Japanese	
LITR215	Literature of American Encounters, Revolution, and Rebellion	
LITR218	From Abolition to #MeToo: Literature of the American Civil Rights Movement	
LITR222	Pivotal Figures in Early British Literature	
LITR225	British Literature from Wordsworth through the Wasteland	
LITR231	Leadership in World Literature: Antiquity to the Early Modern Period	
LITR233	Literature of the Newly Globalized World: The Individual's Struggle to Adapt	
MUSI200	Music Appreciation	
MUSI250	World Music and Cultures	
PHIL101	Introduction to Philosophy	
PHIL110	Critical Thinking	
PHIL200	Introduction to Ethics	
PHIL202	Philosophy of Science	
PORT100	Introduction to Brazilian Portuguese	
RELS201	Introduction to World Religions	
RUSS100	Russian I	
SPAN100	Spanish I	
SPAN101	Spanish II	
STEM270	Thinking and Acting Ethically	
Civics, Political and Social Sciences (6 semester hours)		
ECON101	Microeconomics	3
ECON102	Macroeconomics	3

Communication: Writing, Oral, and Multimedia (9 semester hours)

COMM120	Information and Digital Literacy	3
ENGL110	Making Writing Relevant	3
Select 1 course from the following:		3
COMM200	Public Speaking	
ENGL101	Proficiency in Writing	
ENGL115	Argumentation and Rhetoric	
ENGL210	Introduction to Literature	
ENGL220	Technical Writing	
ENGL221	Scientific Writing	
ENGL226	Effective Business Communication	
HRMT101	Human Relations Communication	
IRLS200	Information Literacy and Global Citizenship	
ITCC231	Introduction to Information Technology Writing	
MGMT100	Human Relations	

History (3 semester hours)

Select 1 course from the following:		3
HIST101	American History to 1877	
HIST102	American History since 1877	
HIST111	World Civilization before 1650	
HIST112	World Civilization since 1650	
HIST121	Western Civilization before The Thirty Years War	
HIST122	Western Civilization since The Thirty Years War	
HIST221	African-American History before 1877	
HIST222	African-American History since 1877	
HIST223	History of the American Indian	
HIST270	History of Science	
STEM185	The History and Context of STEM	

Mathematics (3 semester hours)

ACCT105	Accounting for Non Accounting Majors	3
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Natural Sciences (3 semester hours)

Select 1 course from the following:		3
BIOL180	Introduction to Biology	
BIOL181	Introduction to Human Anatomy and Physiology	
CHEM180	Introduction to Chemistry	
ERSC180	Introduction to Meteorology	
ERSC181	Introduction to Geology	
EVSP180	Introduction to Environmental Science	
PHYS180	Introduction to Physics	
SPST180	Introduction to Astronomy	
STEM100	Introduction to STEM Disciplines	

Total Semester Hours 30

¹ All literature courses require successful completion of ENGL101 - Proficiency in Writing or ENGL110 - Making Writing Relevant.

Major Required (36 semester hours)

Code	Title	Semester Hours
LSTD209	Sports Law, Risk, and Regulation	3
SPMT200	Foundations of Sports Management	3
SPMT316	Sports and Recreation Facility Management	3
SPMT326	Ethics in Sports	3
SPMT379	Contemporary and Social Issues in Sport	3
SPMT410	Applied Concepts in Sports Finance	3
SPMT413	Sports Marketing	3
SPMT416	Athletic Programs Administration	3
SPMT430	Sports Communication	3
SPMT440	Sports Event Management and Planning	3
SPMT450	Sports Governance	3
SPMT455	Ticket Sales Management	3
Total Semester Hours		36

Final Program Requirements (3 semester hours)

Code	Title	Semester Hours
SPMT491	Senior Seminar in Sports Management	3
Total Semester Hours		3

¹ Prerequisite: Senior Standing and completion of all major courses prior to enrollment.

Elective Requirements (51 semester hours)

Select any courses that have not been used to fulfill major requirements. Credits applied toward a minor or certificate in an unrelated field may be used to fulfill elective credit for the major.