



2018-2019

## **SPORT MANAGEMENT MAJOR, B.A.**

Howard and Beverly Dayton School of Business

Sport Management is designed to provide the student with the opportunity to develop expertise in business management with an emphasis toward the arena of sports. People given the opportunity for responsibility in the management of sport programs and facilities must also become familiar with various aspects of business management and professionalism. The major addresses the emphasis on Christian service in the growing area of world sport business. Opportunities for employment would include a variety of sport organizations involving management, marketing, promotion and fundraising.

*To graduate must complete all major requirements, foundational requirements, and additional electives needed for 124 hour minimum degree requirement.*

### **MAJOR REQUIREMENTS (57)**

#### Business Core (36)

__ 3	ACC	201	Financial Accounting
__ 3	ACC	202	Managerial Accounting
__ 3	BU	211	Principles of Management
__ 3	BU	253	God, Faith & Marketplace
__ 3	BU	261	Business Analytics I
__ 3	BU	262	Business Analytics II
__ 3	BU	321	Business Law I
__ 3	BU	413	Strategic Mgmt Capstone
__ 3	BU	451	Principles Finance
__ 3	ECN	272	Intro Microeconomics
__ 3	ECN	273	Intro Macroeconomics
__ 3	MKT	241	Principles of Marketing

#### Choose 9 hours from Sport Management courses:

	ACC	305	Cost Accounting
	ACC	361	Mgmt Info Systems
	BU	322	Business Law II
__ 3	BU	331	Human Resource Mgmt
	BU	412	Org Behavior/Structure
	COM	230	Leadership Skills
__ 3	MKT	343	Personal Selling & Sales
	MKT	461	Brand Management
	PED	275	Principles of Admin in EXS
__ 3	SPM	310	History/Evolut. of Sport
	SPM	330	Sport Communication
	SPM	380	Intro to Sport Analytics
	SPM	400	Sport Law
	SPM	435	Internship

#### Sport Management Core (12)

__ 3	REC	422	Plan/Design/Maintenance
__ 3	SPM	220	Intro to Sport Management
__ 3	SPM	340	Sport Marketing
__ 3	SPM	410	Sport Economics & Finance

### **PLUS FOUNDATIONAL REQUIREMENTS (46)**

**Plus electives needed for the 124 hour degree requirement (21)**