



2023-2024

### 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.*

[Requires advising plan to be completed by ACC, BUS, FIN, or MKT majors.]

#### MAJOR REQUIREMENTS (60)

##### Business Core (39)

|      |     |     |                          |
|------|-----|-----|--------------------------|
| __ 3 | ACC | 201 | Financial Accounting     |
| __ 3 | ACC | 202 | Managerial Accounting    |
| __ 3 | ACC | 361 | Mgmt Info Systems        |
| __ 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 | ECN | 272 | Intro Microeconomics     |
| __ 3 | ECN | 273 | Intro Macroeconomics     |
| __ 3 | FIN | 351 | Principles of Finance    |
| __ 3 | MKT | 241 | Principles of Marketing  |

##### Sport Management Core (12)

|      |     |     |                              |
|------|-----|-----|------------------------------|
| __ 3 | SPM | 220 | Intro to Sport Management    |
| __ 3 | SPM | 320 | Sport Event Management       |
| __ 3 | SPM | 340 | Sport Marketing              |
| __ 3 | SPM | 422 | Facility Management & Design |

Choose 9 hours from Sport Management courses:

|      |     |     |                               |
|------|-----|-----|-------------------------------|
| __ 3 | ACC | 305 | Cost Accounting               |
| __ 3 | BU  | 322 | Business Law II               |
|      | BU  | 331 | Human Resource Mgmt           |
|      | BU  | 412 | Org Behavior/Structure        |
| __ 3 | COM | 230 | Leadership Skills             |
|      | MKT | 343 | Fund Professional Selling     |
|      | MKT | 461 | Brand Management              |
| __ 3 | SPM | 240 | Strategic Leadership in Sport |
|      | SPM | 330 | Sport Communication           |
|      | SPM | 400 | Sport Law                     |
|      | SPM | 435 | Internship                    |

#### PLUS FOUNDATIONS REQUIREMENTS (53)

(3 hours Social Science satisfied by required major courses.)

#### Plus electives needed for the 124 hour degree requirement (11)