



2019-2020

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 | ECN | 272 | Intro Microeconomics |
| __ 3 | ECN | 273 | Intro Macroeconomics |
| __ 3 | FIN | 351 | Principles of Finance |
| __ 3 | MKT | 241 | Principles of Marketing |

Choose 9 hours from Sport Management courses:

| | | | |
|------|-----|-----|-------------------------------|
| | ACC | 305 | Cost Accounting |
| | ACC | 361 | Mgmt Info Systems |
| __ 3 | BU | 322 | Business Law II |
| | BU | 331 | Human Resource Mgmt |
| | BU | 412 | Org Behavior/Structure |
| __ 3 | COM | 230 | Leadership Skills |
| | MKT | 343 | Personal Selling & Sales |
| | MKT | 461 | Brand Management |
| __ 3 | SPM | 240 | Strategic Leadership in Sport |
| | SPM | 280 | Sport Event Management |
| | SPM | 400 | Sport Law |
| | SPM | 435 | Internship |

Sport Management Core (12)

| | | | |
|------|-----|-----|---------------------------|
| __ 3 | SPM | 220 | Intro to Sport Management |
| __ 3 | SPM | 330 | Sport Communication |
| __ 3 | SPM | 340 | Sport Marketing |
| __ 3 | SPM | 422 | Plan/Design/Maintenance |

PLUS FOUNDATIONAL REQUIREMENTS (49)

Plus electives needed for the 124 hour degree requirement (18)