

SPORT MANAGEMENT (SM)

SM213 Principles of Sport Management (3.0 Credits)

An analysis of effective management strategies and the body of knowledge associated with pursuing a career in sports management. Emphasis on fundamental sports management principles, key skills, and current issues. Discover sports management career opportunities and sports principles such as leadership style, communication, and motivation.

SM215 Introduction to Esports (3.0 Credits)

This course provides students with a comprehensive understanding of the esports industry at both the national and international levels. Students will explore the history, growth, and foundational elements of esports, with a focus on planning and managing esports events and competitions. The course examines the roles of key stakeholders such as game developers, tournament organizers, coaches, players, and governing bodies and their impact on the industry. Students will also gain insight into the skills needed to operate esports-related events and discover various career opportunities within the rapidly evolving world of esports.

SM241 Sport Marketing (3.0 Credits)

Learn to apply principles of promotion and marketing to college/high school athletics, professional sports, corporate fitness clubs, and resorts. Includes strategic marketing, sports consumers and research in sports marketing, electronic media, and legal aspects.

SM311 LegalAspectsinSport (3.0 Credits)

A survey of the legal issues associated with what is commonly referred to as sports law. Examine laws affecting a range of sports-related activities, including contract law; standard form contracts; restraint of trade; competition law; and internal regulation, including discipline, natural justice and rights of athletes, civil and criminal liability arising from participation in and management of sport; the internationalization of sports law; and dispute resolution.

SM375 Sport in Society (3.0 Credits)

The course will help students understand the connection between sports and society. Particular attention will be placed upon the value to which sports now occupies in culture and business. Students will be asked to analyze gender, economic, political and other issues as they relate to sports, considering both participants and spectators. Additionally, students will be asked to contemplate various professional roles that accompany the world of sports.

SM399 SpecialTopics in Esports (3.0 Credits)

Study a specific topic not offered as a formal esports course. This course is repeatable as long as it is a different topic.

Prerequisite(s): SM215

SM416 Research in Sport (3.0 Credits)

This course is designed to introduce students at the undergraduate level to basic concepts and principles of research design and methods as they apply to sport management and behavioral research in general. There are no mandated prerequisites, but students are strongly advised to consider taking this course after taking at least two writing intensive courses.

SM417 Special Events Management (3.0 Credits)

An introduction to the multi-faceted skill of event management. Students will learn how to develop a concept based on event goals, determine feasibility, budget, and risks to be managed, and create a plan for operations, logistics, staffing, and security. Finally, they will learn how to develop a strategy for promoting the event through a variety of techniques.

SM451 Sport Management Internship (3.0 Credits)

The Sport Management Internship course provides students with hands-on experience in the dynamic field of sport management. This course is designed to bridge academic knowledge with practical application, allowing students to gain valuable industry insights and develop professional skills. Students are required to complete a minimum of 120 hours for 3 credits at an approved internship site. Throughout the internship, students will work under the guidance of industry professionals, contributing to real-world projects and operations while exploring their career interests in the sport management field.

Prerequisite(s): BU351 and permission of the Instructor.