

SPORTS MANAGEMENT, B.S. (PENDING APPROVAL)

Overview

The B.S. in Sports Management program provides students with training in the business aspects, finance, marketing, and legal issues in the sports world. With a degree in Sports Management, graduates will be led to a successful career in the sports industry. They may also have the opportunity to work in nearly any sport from the amateur, academic and professional leagues.

The B.S. in Sports Management is a new degree program and has not yet produced graduates. Since new programs must be in effect for at least two years and have graduates before accreditation will be granted by the Accreditation Council for Business Schools and Programs (ACBSP), a formal review will take place during the next self-study.

Learning Outcomes

Upon successful completion of the sports management program, students will have given evidence of the following outcomes and goals:

- Apply management, leadership, and organizational concepts, principles, and theories in directing a sport organization.
- Understand, apply, and analyze legal concepts and principles in sports.
- Construct and utilize marketing concepts and principles in marketing sport.
- Identify and analyze the current issues and problems facing sport.
- Function as an ethical practitioner in the sport industry.

Requirements

To earn this degree, you must successfully complete at least 120 credits, including your General Education (<http://catalog.georgian.edu/undergraduate/academic-programs/bridge-general-education-program-requirements/>) requirements and the major requirements below.

Major Sequence

To earn a Bachelor of Science in Sports Management, students must successfully complete 120 credits which include 60 credits in accounting, business, and economics coursework as follows:

Code	Title	Credits
Business Core Courses		
AC171	Principles of Financial Accounting	3
AC172	Principles of Managerial Accounting	3
EC181	Principles of Macroeconomics ¹	3
EC182	Principles of Microeconomics ¹	3
IS224	Introduction to Business Analytics	3
BU121	Quantitative Business Concepts ^{1,2}	3
BU221	Business Statistics & Probability	3
BU242	Managerial Communications	3
or CM251	Intercultural Communication	

or CM252	Organizational Communication	
IS320	Management Information Systems	3
BU335	Financial Management I	3
BU350	Internship & Career Preparation	1
BU491	Business Strategies & Policy	3
Sports Management Courses		20
BU213	Mgmt Theory & Org. Behavior	
BU241	Principles of Marketing	
BU351	Internship ³	
SM211	Sports Law	
SM213	Principles of Sports Management	
SM241	Sports Marketing	
SM375	The Business of Sports in Society	
Elective Sports Management Courses		
Select two of the following (at least one must be an ES-designated course):		6
BU346	Social Media Marketing	
ES211	Theory of Coaching	
ES310	Sport & Exercise Psychology	
ES315	Sports in Society	
ES325	Wellness Program Management	
ES326	Wellness Program Practices	
ES360	Administrative Aspects of Sport	
SM417	Special Events Management	
Total Credits		60

¹ Course may also satisfy a General Education requirement.

² BU121 Quantitative Business Concepts may be waived if the student has achieved a B or better in MA109 College Algebra, MA110 Precalculus, or MA115 Calculus I.

³ A sports management student is required to identify and search for internship opportunities in sports management.

Degree Map(s)

Course	Title	Credits
First Year		
Fall Semester		
GEN101	Pathway to the Bridge ¹	2
EN111 or EN221	Academic Writing and Research I ¹ or Honors Argument: Rhetoric & Research	3
BU121	Quantitative Business Concepts ^{1,2}	3
	Mod. Lang. or V&P Arts ¹	3
EC181	Principles of Macroeconomics ^{1,2}	3
AC171	Principles of Financial Accounting ²	3
Credits		17
Spring Semester		
GEN199	WI: Discovering Self in the Universe ¹	3
	Literature or Nat. Science ¹	3-4
BU213	Mgmt Theory & Org. Behavior ²	3
EC182	Principles of Microeconomics ²	3
AC172	Principles of Managerial Accounting ²	3
Credits		15-16

Second Year**Fall Semester**

Literature or Nat. Science ¹		3-4
Social Science or History ¹		3
BU241	Principles of Marketing ²	3
SM213	Principles of Sports Management ²	3
BU242	Managerial Communications ²	3
or CM251	or Intercultural Communication	
or CM252	or Organizational Communication	

Credits **15-16**

Spring Semester

PL245	Philosophical Inquiry (or Religious Studies) ¹	3
Mod. Lang. or V&P Arts ¹		3
BU221	Business Statistics & Probability ²	3
SM241	Sports Marketing ²	3
IS224	Introduction to Business Analytics ²	3

Credits **15**

Third Year**Fall Semester**

PL245	Philosophical Inquiry (or Religious Studies) ¹	3
BU335	Financial Management I ²	3
SM211	Sports Law ²	3
BU350	Internship & Career Preparation ²	1
Sports Management Elective ²		3
Elective or Minor Course		3

Credits **16**

Spring Semester

Select one of the following: ¹		3
Ethics		
WS311	Shaping Lives: Women & Gender	
GEN400	WI: Visioning a Future	
Social Science or History ¹		3
IS320	Management Information Systems ²	3
SM375	The Business of Sports in Society ²	3
BU351	Internship ^{2,3}	3

Credits **15**

Fourth Year**Fall Semester**

Select one of the following: ¹		3
Ethics		
WS311	Shaping Lives: Women & Gender	
GEN400	WI: Visioning a Future	

Select one of the following: ¹ 3

Ethics		
WS311	Shaping Lives: Women & Gender	
GEN400	WI: Visioning a Future	

Elective or Minor Course 3

Elective or Minor Course 3

Elective or Minor Course 3

Credits **15**

Spring Semester

BU491	Business Strategies & Policy ²	3
Sports Management Elective ²		3
Elective or Minor Course		3
Elective or Minor Course		3
Elective or Minor Course		3

Credits **15**

Total Credits **123-125**

¹ General Education

² Major

³ A sports management student is required to identify and search for internship opportunities in sports management.