

SPORT MANAGEMENT, BS

The Bachelor of Science in Sport Management program is designed to prepare graduates to enter and excel in the ever-growing and dynamic sport industry. Students will explore many facets of the industry through applied classroom learning, meaningful interactions with industry leaders, and experiential and service-learning opportunities. Through this deliberate combination of practice and theory, graduates will be equipped with the necessary skills to identify, analyze, and navigate the key issues in sport management.

- Compliance, policy, and law
- Facility and event management
- Marketing, promotions, and public relations
- Sponsorships and multi-media rights
- Sales, services, and development
- Tourism development

Learn more about opportunities in this field at the Career Center

Code and Title	Hours
Sport Management Core	
HSM 235 Intro to the Sport Industry	3
HSM 236 Creating the Fan Experience	3
HSM 313 Contemporary Club Management	3
HSM 317 Social Issues in Sport	3
HSM 335 Sport Tourism	3
HSM 337 Sport & Ent. Facility Mgt.	3
HSM 338 Sport Mktg. Promotion Strategy	3
HSM 398 Sales in Sport Operations	3
HSM 404 Financial Issues in Sport	3
HSM 422 Ethical, Legal Issues in Sport	3
HSM 425 Risk Mgt. in Sport & Hosp	3
HSM 436 Current Trends/Issues in Sport	3
HSM 467 Sport Management Internship	3
Total Hours	39

Code and Title	Hours
Elective Courses	
Select three:	9
HSM 175 Intro to Hospitality Mgt	3
HSM 185 Intro Meetings Events Ind	3
HSM 241 Mgt of Food/Beverage Operation	3
HSM 303 Managing Quality in Hosp. Ind	3
HSM 325 Lodging Operations & Mgt	3
HSM 336 Collegiate Athletics	3
HSM 380 Corporate Events	3
HSM 385 Event Leadership & Problem Sol	4
HSM 435 Sports Governance	3
HSM 438 Hosp. Sport Research Methods	3

Code and Title	Hours
General Education Core	53
Sport Management Core	39
Program Electives	9
Electives	19
Total Hours	120

The sport industry is one of the fastest growing and broad industries in the world. Career paths in the various industry segments (amateur, professional, non-profit, corporate, etc.) include, but are not limited to, the following:

- Business and financial operations
- Team operations