REQUIRED COURSES:

SM-110 Introduction to Sport Management
This course relates the concepts and functions of the manager to the specific realm of managing sport and sport organizations. It is intended to introduce first year students to the field of Sport Management. Topics include the fundamentals of the historical, philosophical and practical foundations of organizational and administrative practices in current sport entities.

SM-222 Contemporary Issues in Sport
This course examines the impact of sports upon the American culture with focus on competition, economics, race-relations and gender. Current issues impacting the world of sports will be discussed thoroughly.

SM-398 Sport Management Pre-internship Seminar
This seminar will allow students to establish and prepare for internships they will undertake the following semester. Interviewing techniques, resume building and professional behavior will be discussed in this course.

SM-492 Management of Sport Organizations
This senior capstone course in Sport Management is designed to incorporate and synthesize all previous learning by studying various management techniques and case studies in sport organizations

BA-498 Business Internship
A link between the classroom and experience on the job, the internship provides qualified students a three-way arrangement among the professor-advisor, the employer and the student-employee. Students may obtain appropriate employment on their own or in conjunction with the internship advisor of the school of business. A minimum of two 40-hour work periods is required for each semester hour of credit for which the course is taken.

OPTIONAL COURSES:

SM-312 Global Aspects of Sport Management
The growth and development of sport in the changing global sphere is the focus of this class. The Olympics, along with the World Cup, will serve as a basis for studying international sport. The impact of differences in customs, norms, habits and their historical basis, economic systems, religious beliefs and societal expectations on sport when it crosses its national boundaries are studied.

SM-332 Sport and the Media
This course covers various forms of the media as it relates to sport, as well as an overview of the technological advances in media and the impact they play in the contemporary sport industry. Print and electronic media sources for sport will be covered along with the evolution of the media in sport. The impact media has made on sport and the impact sport has made on the media will be studied. Advances in technology and new forms of media, such as social media and video games, will also be discussed.
SM-351 Sport Governance and Policy
This course is an examination of sport organizations focused on both professional and amateur governance structures and processes. The study of policy in educational, non-profit, professional and international sport venues will also be addressed.

SM-361 Sport Consumer Behavior
This course utilizes consumer behavior theories and concepts in conjunction with the growing field of sport fan behavior to address marketing and management implications for the sport industry. Emphasis is placed upon social and psychological theories and their implications on the understanding and prediction of sport consumer’s behavior.

SM-383 Sport Marketing, Sponsorship and Promotion
This course is designed to analyze the basic knowledge of theory and application of the three major components of sport marketing process: sponsorship, promotion and marketing. Areas of study include merchandising, licensing, demographics, psychographics, consumer behavior, pricing in sport, target markets and sports media consumption.

SM-450 Sport Law
This course includes a presentation of the basic legal system, its terminology, and principles as applied to professional and amateur sports. Emphasis is on identifying and analyzing legal issues, the ramifications of those issues, and the means of limiting the liability of sport organizations. Topics include tort law, product liability, contract law, administrative law, and the legal system.

SM-473 Facility Planning and Event Management
This course provides an overview of the fundamentals of planning, designing and managing athletic, physical education, recreation and sports facilities. Areas of study include: risk management in sports facilities, ADA compliance, facility access variables and security issues for participants and spectators.