

SPORT MANAGEMENT, BACHELOR OF SCIENCE (B.S.)

The sport management major is offered both as a traditional on-campus degree program or 100% on-line degree program through e-Campus. The major in Sport Management prepares the student for administrative careers in recreational and competitive sports programs, fitness centers, and other sport-related organizations. The complexities and challenges of sports require a well-prepared professional with qualifications in sports programming, supervision, management, facility planning, promotions, and purchasing.

The Sport Management major provides a quality educational experience that will prepare the student for a career in the rapidly changing arena of sport. The students receive cutting-edge instruction in a practice major of study that culminates in an internship experience that gives the student the "hands-on" experience necessary to secure employment within the industry. The internship is offered cooperatively with a variety of sport organizations, including professional sports teams, college athletic departments, and community organizations.

Students majoring in Sport Management are strongly encouraged to also declare a minor in Business and take the additional nine hours required for the minor.

Program Requirements

CIP Code: 31.0504

Summary Checklist for General Education

Code	Title	Hours
Element 1		
A:	Written Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
B:	Written Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
C:	Oral Communication (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-1/)	3
Element 2		
	Quantitative Reasoning (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-2/)	3
Element 3		
A:	Arts (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/)	3
B:	Humanities (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-3/)	3
Element 4		
	Natural Sciences (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-4/)	6
Element 5		
A:	Historical Science (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/)	3

B:	Social Behavioral Science (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-5/)	3
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Element 6

	Diversity of Perspectives Experiences (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-6/)	6
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Total Hours		36
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Students are expected to complete Elements 1 and 2 within their first 60 hours of college credit.

Major

Code	Title	Hours
University Graduation Requirements		
General Education		36
<i>Student Success Seminar</i>		
HSO 100	Student Success Seminar (waived for transfers with 30+ hrs.)	1
Writing Intensive Course (Hrs. incorporated into Major/Supporting/Gen Ed/Free Electives category)		
Upper division courses (42 hrs. distributed throughout Major/Supporting/Gen Ed/Free Electives categories)		
ACCT - Sports Management majors will fulfill ACCT with the following. (Credit hours are incorporated into major requirements below.)		

ESS 470	Internship: Sport Management	
Major Requirements		

<i>Core Courses</i>		
ESS 201	Foundations of Sport Science	3
ESS 322	Legal Issues in Sport	3
ESS 324	Policy and Governance in Sport	3
ESS 327	Sport in American Society	3
ESS 328	Sport Finance	3
ESS 400	Management of Sport Organizations	3
ESS 423	Psychology of Coaching	3
ESS 470	Internship: Sport Management ¹	6
ESS 530	Sport Communications	3
<i>Supporting Course Requirements</i>		
BUS 204	Fundamentals of Business Law and Ethics	3
ACC 200	Survey of Accounting	3
MGT 301	Principles of Management (NB)	3
MKT 301	Principles of Marketing (NB)	3
ECO 230	Fundamentals of Microeconomics (Element 5B) ^G	
CIS 212	Introduction to Computer Information Systems	3
or INF 104	Computer Literacy with Software Applications	
<i>Free Electives</i>		
Choose from 38 hours of free electives		38
Total Hours		120

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Students are required to document a minimum of fifty (50) hours of appropriately related experiences prior to enrolling in ESS 470 Internship: Sport Management.

2 Sport Management, Bachelor of Science (B.S.)

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Course also satisfies a General Education element. Hours are included within the 36 hours in General Education.