

SPORT MANAGEMENT, BACHELOR OF SCIENCE WITH A CONCENTRATION IN MANAGEMENT (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
Element 6		
	Diversity of Perspectives Experiences (http://catalogs.eku.edu/undergraduate/general-academic-information/general-education-requirements/element-6/)	6
Total Hours		36

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
Upper division courses (42 hrs. distributed throughout Major/ Supporting/Gen Ed/Free Electives categories)		
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

Concentrations		
Students must select one of the following Concentrations:		
Management		18
<i>Supporting Course Requirements</i>		
Management		6
<i>Free Electives</i>		
Management ²		29
Applied Professional Studies		
Total Hours		120

¹ Students are required to document a minimum of fifty (50) hours of appropriately related experiences prior to enrolling in ESS 470

² 3 hours of free electives must be at or above the 300 level

Concentration

Code	Title	Hours
Concentration Courses		
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
GSD 399	Professional Skill Development	3
REC 401	Management of Recreation Services	3
<i>Supporting Course Requirements</i>		
ECO 230	Fundamentals of Microeconomics (Element 5B) ^G	
INF 104	Computer Literacy with Software Applications	3
CMS 200	Interpersonal Communication	3
MAT 105	Mathematics with Applications (Element 2) (or higher) ^G	
Total Hours		24

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Course also satisfies a General Education element. Hours are included within the 36 hr. General Education requirement above.