

Department of Sports Management

Department of Sports Management

Faculty

Carol J. McGregor, M.S., Program Director

Part Time Instructors

Chad Briscoe, MA

Scott Moore, MA

Marcus Moore, MA

The popularity of sport around the world creates a wide variety of career options and ministry opportunities in sport management. A career in sport management can be very rewarding for those who love sports and are motivated to help others enjoy them.

The need for well-trained managers in sport organizations and businesses, athletic programs, community and private fitness clubs, ministry outreach, sport medicine, and sport media is vital. This major takes an applied learning approach to prepare students for the wide range of career options in sport management. Practical course related experiences, volunteer opportunities, and internships are emphasized to prepare the future professional for the ever-changing aspects of a career in sport management.

DEPARTMENTAL MAJORS

BACHELOR OF SCIENCE or BACHELOR OF ARTS

SPORT BUSINESS

The requirement for the B.S. and B.A. degrees in Sport Business include:

SMT1100 Introduction to Sport Management

SMT2050 Risk Management

SMT3610 Sport Marketing

SMT2320 Facility Management

SMT3060 Event Management

SMT3080 Event Management Lab

SMT3550 Sport in American Society

SMT4200 Sport Governance

Business Courses:

BUS1010 Foundations of Business

MGT2430 Principles of Management

MKT2150 Marketing Principles
ACC2110 Financial Accounting
ACC2120 Managerial Accounting
MGT3450 Introduction to Data Analytics
MGT3480 Operations & Production Management
BUS2230 Economics
BUS3130 Business Law I
BUS3050 Business Spreadsheet Applications
FIN3240 Corporate Finance
BUS3570 Fundamentals of International Business
BUS4220 Biblical Basis of Business
BUS4800 Senior Seminar in Management

Applied Learning:

SMT 1140 Sport Management Practicum I (3 APL)
SMT 2090 Sport Management Practicum II (3 APL)
SMT 4930 Sport Management Internship (3 APL)

SPORT MANAGEMENT

The requirement for the B.S. and B.A. degrees in Sport Management include:

SMT 1100 Introduction to Sport Management
SMT 2050 Risk Management
SMT 2320 Facility Management
SMT 3060 Event Management
SMT 3080 Event Management Lab
SMT 3550 Sport in American Society
SMT3610 Sport Marketing
SMT 4000 Sport Media
SMT 4200 Sport Governance
BIB 2650 Intro to Sport Ministry

Business Courses:

BUS 1010 Foundations of Business MGT 2430 Principles of Management
BUS 3130 Business Law I
BUS 3050 Business Spreadsheet Applications MGT 2650 Leadership & Motivation

Applied Learning:

SMT 1140 Sport Management Practicum I (3 APL)
SMT 2090 Sport Management Practicum II (3 APL)
SMT 4930 Sport Management Internship (3 APL)

*Please Note: The following majors have some Sport Management components in them but are housed in other departments on campus:

Exercise Science – School of Arts & Sciences – Math/Science Dept.

Facility & Event Management – School of Business – Business Department

Sport Psychology – School of Behavioral Sciences

Sport Ministry – School of Ministry Studies

SPORT MANAGEMENT MINOR

SMT 1100 Introduction to Sport Management

SMT2050 Risk Management

SMT3550 Sport in American Society

SMT 3610 Sport Marketing

SMT 4200 Sport Governance

One of the following:

SMT 2320 Facility Management

SMT3060 & 3080 Event Management & Lab

Plus one elective course from Sport Management (any SMT course)

COURSE DESCRIPTIONS

SMT 1100 Introduction to Sport Management

An introductory course to the Sport Management major. The course focuses on curriculum selection, applied learning experiences, and career options. A study of the history of sport is also a central part of the class. Three hours.

SMT1140 Practicum in Sport Management I

Practical experience in areas related to Sport Management businesses and settings. Three hours. (Three Applied Learning Credits)

SMT2050 Risk Management

The nature of today's litigious society makes it imperative that the sport management student be familiar with the special issues of law related to sport. Topics include tort law, risk management, contract law, the legal system, and facility/event supervision. Special emphasis will be given to current legal issues and application of risk management principles. Three hours.

SMT2090 Practicum in Sport Management II

Practical experience in areas related to Sport Management businesses and settings. Prerequisite: SMT2050. Three hours. (Three Applied Learning Credits)

SMT2320 Facility Management

In this course the student will study the entire scope of facility management including facility planning, construction, budgeting, facility operations, and facility supervision. Prerequisite: SMT2050. Three hours.

SMT3060 Event Management

This course is a practical approach to event management. Event planning, sponsorship, budgeting, management, and evaluation will be emphasized. Events require a great deal of expertise and planning. Society demands that events be run professionally and efficiently. Prerequisites: SMT 2050. Three hours.

SMT 3080 Event Management Lab

This course is the lab for SMT 3060. The students will conduct the event planned in SMT 3060. Prerequisite: SMT 3060. 0 hours.

SMT3550 Sport in American Society

An investigation of the impact sport has on the American way of life. Emphasizes the social institution of sport as it relates to other institutions and the impact sport has on the general public. Three hours.

SMT3610 Sport Marketing

This course will explore the areas of finance, fund-raising, and marketing related to sport organizations. The emphasis of this course will be on marketing related to facilities, programs, and sport organizations. Three hours.

SMT4000 Sport Media

A study of the emergence and significance of sport in the media. The student will gain expertise in the areas of sport journalism, sport communications, and the ever-changing technology that covers sport. Three hours.

SMT4200 Sport Governance

A capstone course for the sport management major. This course deals with issues relevant to the governance of sport, fitness and health. Various sport governance organizations and structures will be analyzed. Three hours.

SMT4810–4830 Research in Sport Management

Open to individuals completing a sport management major. Prerequisite: permission of the department. One to three hours.

SMT 4930 Internship in Sport Management

The internship includes activity in a work site situation giving the student a hands-on opportunity to apply the principles learned in class in a real-world setting. Permission of the department. Three hours. (Three Applied Learning Credits)