

# SPORT MANAGEMENT MAJOR (BS)

Department website (<https://www.uwp.edu/learn/programs/sportmanagement.cfm>)

College: College of Natural & Health Sciences

## Program Learning Outcomes

1. Demonstrate effective communication skills through a variety of mediums. Students are able to use oral or visual communication for business purposes using professional communication styles. Students are able to use written communication for business purposes using professional communication styles. Students demonstrate an ability to use interpersonal and mass communication styles in sport business.
2. Collect and analyze information connected to the sports management discipline. Demonstrate an ability to use the fundamental principles of the sport management field, which include marketing, finance and law. Effectively apply technology to analyze and interpret data.
3. Demonstrate a proficiency in identifying and resolving problems. Students can identify and evaluate sport business concerns. Students can communicate how learned concepts affect business situations while providing a potential solution to any problem. Students can identify potential ethical dilemmas and be proactive in resolving them.
4. Function effectively in a manner similar to industry personnel. Students demonstrate the ability to make economic decisions to improve the business. Students use the various dimensions of diversity, ethics, and law for professional decision-making in relation to sport management.
5. Develop critical thinking skills through disciplined intellectual inquiry. Students are able to utilize strong logic in developing potential solutions to problems within professional and ethical standards. Students can recognize and analyze sport business issues through relevant literature.

## Requirements for the Sport Management Major

Achieve a minimum 2.50 GPA in all courses used to complete the major.

Code	Title	Credits
<b>College of Natural and Health Sciences Requirement</b>		
New entering students, and transfer students with less than 30 college credits, choosing a major in the College of Natural and Health Sciences are required to take this course.		
UWP 101	First Year Seminar: Natural and Health Sciences	1
<b>Core Courses</b>		
COMM 105	Public Speaking for the 21st Century	3
SPMT 100	Introduction to Sport Management	3
SPMT 110	Current Issues in Sport Management	3
SPMT 200	Ethics and Issues in Sport Management	3
SPMT 240	Sports Marketing	3
SPMT 280	Sophomore Seminar in Sport Management	1
SPMT 300	Legal Issues in Sport Management	3

SPMT 385	Junior Seminar in Sport Management	1
SPMT 420	Sport Business and Finance	3
SPMT 430	Sport Sales and Customer Service	3
SPMT 480	Senior Seminar in Sport Management	3
SPMT 495 (can be broken up into segments of 1 to 12 credits)		12
SPMT 495	Fieldwork in Sport Management	
Core Courses Subtotal		42
<b>Elective Courses</b>		
Select 21 credits of the following:		21
ACCT 201	Financial Accounting	
ART 105	Introduction to Graphic Design	
ECON 305	Economics of Sports	
KSP 320	Sport and Exercise Psychology	
MGT 349	Organizational Behavior	
SPMT 210	Sport in Society	
SPMT 220	Business of Minor League Baseball	
SPMT 230	History of Sport in the United States	
SPMT 241	Personal Branding and NIL	
SPMT 250	Game Operations	
SPMT 260	Intramurals, Recreation and Youth Sports	
SPMT 290	Special Topics in Sport Management	
SPMT 315	The Business of E-Sports	
SPMT 339	Sustainable Sport Management	
SPMT 360	Sports Communication	
SPMT 365	Sports Broadcasting	
SPMT 370	Event Management	
SPMT 380	Facility Development and Management	
SPMT 390	Special Topics in Sport Management	
SPMT 400	Sports Analytics	
SPMT 410	Sports Governance and Administration	
SPMT 435	Athletic Fundraising	
SPMT 440	Advanced Studies in Health and Sport Leadership	
SPMT 490	Special Topics in Sport Management:	
SPMT 499	Independent Study	
Elective Courses Subtotal		21
<b>Total Credits</b>		<b>63</b>

## General University Degree Requirements (Bachelor's Degree)

In addition to individual program requirements, students must also fulfill the following requirements:

Requirement	Credits
Skills	7-8
General Education	36
Foreign Language**	6-8
Ethnic Diversity	3
Total	52-55

\*\* Transfer students in sustainable management, and health information management and technology collaborative, online degree-completion programs, the business management online degree-completion program, and the flexible option degree-completion program will be exempt from

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the university's foreign language requirement. See appropriate academic section for further information.

Skills Requirement (<https://catalog.uwp.edu/policies/#skills>)

Code	Title	Credits
<b>Reading and Writing</b>		
ENGL 101	Composition and Reading	3
<b>Computational Skills</b>		
Select one of the following:		4-5
MATH 102	Quantitative Reasoning	
MATH 103	Elementary Statistics	
MATH 104	College Mathematics with Applications	
MATH 111	College Algebra I	
<b>Total Credits</b>		<b>7-8</b>

General Education (<https://catalog.uwp.edu/policies/#general>)

- General Education Course List (<https://catalog.uwp.edu/programs/general-education-program/#coursestext>)

Foreign Language (<https://catalog.uwp.edu/policies/#language>)

Ethnic Diversity (<https://catalog.uwp.edu/policies/#ethnic>)

Degree Requirements

Requirement	Credits
Minimum Total Credits	120
Upper Level Credits (300 level or above)	36
Residency	30

Cumulative Degree GPA: 2.0 minimum

Course	Title	Credits
<b>Year 1</b>		
<b>Fall Semester</b>		
MATH 102	Quantitative Reasoning	4
ENGL 100	Fundamentals of English	3
Introductory Language		4
COMM 107	Communication and the Human Condition	3
<b>Credits</b>		<b>14</b>
<b>Spring Semester</b>		
ENGL 101	Composition and Reading	3
COMM 105 or COMM 205	Public Speaking for the 21st Century or Oral Interpretation	3
COMM 108	Media and Society	3
Introductory Language		4
<b>Credits</b>		<b>13</b>
<b>Total Credits</b>		<b>27</b>