

Bachelor of Science in Sports Management

Bachelor of Science in Sports Management Overview

The Bachelor of Science (BS) in Sport Management is a cross-curricular, undergraduate degree program for on-campus, face-to-face courses. The course work combines the many fields of study, e.g., kinesiology and business, in the pursuit of a degree focused on the organization, administration and performance of sport and fitness within the collegiate, professional, educational (K-12), governmental and non-profit sectors. Students in this major will learn the current conventions for establishing, managing and growing sport within these areas.

To be admitted, students must complete the Core Impacts as indicated below and a total of 42 credit hours of general education courses.

Code	Title	Hours
Core Curriculum		42
Core IMPACTS (See VSU Core Curriculum)		42
Field of Study Courses (Lower Division)		18
Required Courses (4 courses required, all courses are 3 credit hours)		12
ACCT 2101	Principles of Accounting I	3
ECON 2106	Principles of Microeconomics	3
SMGT 2000	Introduction to Sport Management	3
MKTG 1500	Foundations of Consumer Culture	3
Field of Study Course Electives (Select 2 courses, all courses are 3 credit hours)		6
ACCT 2102	Principles of Accounting II	
BUSA 2100	Applied Business Statistics	
BUSA 2106	The Environment of Business	
BUSA 2201	Fundamentals of Computer Applications	
ECON 2105	Principles of Macroeconomics	
SOCI 1101	Introduction to Sociology (if not taken in other Core Impacts)	
MDIA 2000	Introduction to Mass Media (if not taken in other Core Impacts)	
MDIA 2350	Media and Culture	
Major Core Courses		60
Required Course for Major (All SMGT courses plus the MKTG or ECON listed, all courses are 3 credit hours)		30
SMGT 3000	Sport Technology	3
SMGT 3100	Ethics in Sport	3
SMGT 3400	Sport Event Management	3
SMGT 3600	Sport Analysis	3
SMGT 3800	Sports Finances	3
SMGT 4000	Sport Policy and Governance	3
SMGT 4200	Sport and Fitness Facilities Management	3
SMGT 4400	Sales, Fundraising, and Revenue Generation	3
MKTG 3200	Sports and Entertainment Marketing	3
ECON 3450	Sports Economics	3
Select Elective Courses (Select 8 courses, all courses are 3 credit hours)		24-29
ACCT 2099	Accounting Principles of Entrepreneurs	
ACCT 3000	Data Analytics in Accounting	
BUSA 3450	Business Law	
CHPE 3050	Recreation and Leisure Planning	
CHPE 4010	Risk Management for Recreation and Leisure	
CHPE 4220	Study of Sport Coaching	
CHPE 4110	Social Context of Sport Coaching	
CHPE 3770	Physical Education and Sport Coaching	
ECON 3810	Health Economics	
MKTG 3050	Introduction into Marketing	
MKTG 3620	Consumer Behavior	

MKTG 4000	Advertising and Integrated Brand Promotion	
MKTG 4010	Digital Marketing	
MDIA 3125	Social Media	
MGNT 3910	Small Business Management	
MGNT 3920	Family Business Management	
MGNT 4000	Human Resources Management	
MGNT 4005	Staffing Organizations	
SOCI 3650	Sociology and Sport	
SMGT 2400	Sport Writing Public	
Internship		1-6
SMGT 4800	Sport Management Internship (Final Year of Study Only)	1-6
Total hours required for the degree		120