

B.A. Sport Management

SUGGESTED PROGRAM CURRICULUM SCHEDULE+

YEAR ONE

FALL

LA 100 Engaging the Liberal Arts	1
BU 253 God, Faith & Marketplace	3
SPM 220 Intro to Sport Management	3
Foundations Course	3
Foundations Course	3
Elective	3
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	16

SPRING

BU 211 Princ of Management.....	3
MAT 120 Concepts Math & Tech	3
Foundations Course	3
Foundations Course	3
Foundations Course	1
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	16

YEAR THREE

FALL

BU 261 Business Analytics	3
SPM 330 Sport Communication	3
Foundations Course	3
Foundations Course	3
Elective	4
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	16

SPRING

SPM Elective	3
BU 262 Business Analytics II	3
SPM 340 Sport Marketing	3
Foundations Course	3
Foundations Course	3
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	15

YEAR TWO

FALL

ACC 201 Financial Accounting	3
ECN 273 Intro Macroeconomics	3
Foundations Course.....	3
Foundations Course.....	3
Foundations Course.....	3
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SPRING

ACC 202 Managerial Accounting	3
ECN 272 Intro Microeconomics	3
MKT 241 Princ of Marketing.....	3
Foundations Course.....	3
Foundations Course.....	3
Foundations Course.....	1
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	16

YEAR FOUR

FALL

SPM Elective.....	3
FIN 351 Principles of Finance	3
BU 321 Business Law I	3
Foundations Course	3
Foundations Course	3
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SPRING

SPM Elective.....	3
BU 413 Strategic Mgmt Capstone	3
SPM 422 Facility Plan/Design	3
Elective	3
Elective	3
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	15

MAJOR REQUIREMENTS

57 credits plus completion of Foundation curriculum.
Minimum 124 credits required for graduation.

DESCRIPTION

A degree in Sport Management will provide students with fundamental knowledge and skills centered on finance, management, marketing, law, facilities and event management pertaining to the organizations in the sports industry. The coursework typically prepares students for careers with amateur, collegiate and professional sports organizations. Students are able to capitalize on several different types of sport related opportunities after graduating from a sport management program. The sports industry in America currently generates over \$200 billion annually.

Sport management includes any combination of skills related to planning, organizing, leading, marketing, communicating, and evaluating within the context of an organization whose primary product or service is related to sport. The undergraduate sport management program at AU is dedicated to the development of a degree related to the understanding of management in a sport-related setting. Students are offered the opportunity to develop the skills and knowledge necessary for a career in sport management. The curriculum provides students with the opportunity to pursue a degree that combines coursework and professional experience.

MBA 4+1 PROGRAM

Students accepted into the program have the opportunity to take up to three MBA courses during the senior year of their undergraduate program at no additional cost. These courses can transfer into the MBA program; they are not dual credit courses.

For more information, visit <https://www.asbury.edu/offices/registrar>.

+ Based on course availability and transfer credits. Each student schedule will be unique. Contact an academic advisor to confirm any modifications to the suggested schedule.

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