



2025-2026

SPORT MANAGEMENT MAJOR, B.A.

Management & Marketing Department; Howard and Beverly Dayton School of Business

Sport Management is designed to provide the student with the opportunity to develop expertise in business management with an emphasis toward the arena of sports. People given the opportunity for responsibility in the management of sport programs and facilities must also become familiar with various aspects of business management and professionalism. The major addresses the emphasis on Christian service in the growing area of world sport business. Opportunities for employment would include a variety of sport organizations involving management, marketing, promotion and fundraising.

To graduate must complete all major requirements, foundational requirements, and additional electives needed for 124 hour minimum degree requirement.

[Requires advising plan to be completed by ACC, BUS, FIN, or MKT majors.]

MAJOR REQUIREMENTS (60)

Business Core (39)

__ 3	ACC	201	Financial Accounting
__ 3	ACC	202	Managerial Accounting
__ 3	ACC	361	Info Systems & Business Tech
__ 3	BU	211	Principles of Management
__ 3	BU	253	God, Faith & Marketplace
__ 3	BU	261	Business Analytics I
__ 3	BU	262	Business Analytics II
__ 3	BU	321	Business Law I
__ 3	BU	413	Strategic Mgmt Capstone
__ 3	ECN	272	Intro Microeconomics
__ 3	ECN	273	Intro Macroeconomics
__ 3	FIN	351	Principles of Finance
__ 3	MKT	241	Principles of Marketing

Sport Management Core (12)

__ 3	SPM	220	Intro to Sport Management
__ 3	SPM	320	Sport Event Management
__ 3	SPM	340	Sport Marketing
__ 3	SPM	422	Facility Management & Design

Choose 9 hours from Sport Management courses:

	ACC	305	Cost Accounting
	BU	322	Business Law II
	BU	331	Human Resource Mgmt
__ 3	BU	412	Org Behavior/Structure
	COM	230	Leadership Skills
	MKT	343	Fund Professional Selling
__ 3	MKT	344	Sales Management
	MKT	345	Adv Professional Selling
	MKT	346	CRM & Sales Technologies
	MKT	461	Brand Management
__ 3	SPM	240	Mgmt & Leadership in Sport
	SPM	330	Sport Communication
	SPM	400	Sport Law
	SPM	435	Internship

PLUS FOUNDATIONS REQUIREMENTS (53)

(3 hours Social Science satisfied by required major courses.)

Plus electives needed for the 124 hour degree requirement (11)