

SPORT MANAGEMENT, BS

Program Description

The students in the Bachelor of Science in Sport Management will learn about the sport and leisure industries in the Coastal Bend region, such as ocean-based sport, collegiate athletics, and minor league sports. The BSSM curriculum covers comprehensive industry knowledge with a focus on sport governance, marketing, finance, and administration as well as prepares graduates for employment in a variety of private, nonprofit, and public sport settings. This degree can be also be used as a stepping stone to advanced degrees in sport management, tourism management and leisure studies. The BSSM curriculum was developed in accordance with the Commission on Sport Management Accreditation (COSMA) and A&M-Corpus Christi plans to become the first COSMA accredited program among Hispanic-Serving Institutions (HSIs).

The BSSM offers both traditional/blended/online and full-time/part-time degree completion options.

Sport Management, BS

The Bachelor of Science in Sport Management (BSSM) is designed for students who desire a broad background in sport management. The Bachelor of Science Degree with a major in Sport Management coursework includes: 1) General Education Core Requirements, 2) Major Requirements, 3) Special Emphasis Requirements, and 4) Directive Elective Requirements. Beyond the General Education Core Requirements, students majoring in Sport Management must complete all courses in sections 2-4 above with a grade of "C" or better. Transfer credit hours into the degree plan must adhere to the same grade standard. The students in the BSSM learn about not only high-profile sports but also sport and leisure sports indigenous to our region, such as ocean-based sport and tourism and developmental and minor league sports. The BSSM curriculum covers comprehensive industry knowledge with a focus on sport governance, marketing, finance and administration. The BSSM prepares graduates for employment in a variety of private, nonprofit, and public sport settings. This degree can be also be used as a stepping stone to advanced degrees in sport management, tourism management and leisure studies.

Student Learning Outcomes

Students will demonstrate an understanding of the principles and practices common to the functional areas of sport management and meet the following learning outcomes:

- Understand the fundamental principles of the sport industry and sport management.
- Demonstrate a breadth of knowledge of the functional areas in sport management.
- Identify and discuss various aspects of the sport management environment from legal, social, technological, and environmental perspectives.
- Integrate classroom knowledge with professional responsibilities in on-the-job settings in sport.
- Develop skills to solve innovation challenges and apply students' knowledge into action in the sport management field.

General Requirements

Requirements	Credit Hours
Core Curriculum Program (http://catalog.tamucc.edu/undergraduate/university-college/programs/core-curriculum-program/)	42
First-Year Seminars (when applicable) ¹	0-2
Sport Management Major Requirements	36
Sport Management Special Emphasis	24
Sport Management Directive Electives	18
Total Credit Hours	120-122

1

Transfer students with 24 or more hours are exempt from First-Year Seminar.

Program Requirements

Students majoring in Sport Management must complete all sport management or kinesiology related courses (e.g., courses with a SMGT or KINE prefix) with a grade of "C" or better.

Code	Title	Hours
First-time, First-year Students		
UNIV 1101	University Seminar I *	0-2
UNIV 1102	University Seminar II *	
Core Curriculum Program		
	University Core Curriculum	42
Sport Management Major Requirements		
SMGT 2314	Introduction to Sport Management	3
SMGT 2315	Sport and Social Issues	3
SMGT 3320	Sport Communication	3
SMGT 3325	Governance and Ethics in Sport	3
SMGT 3330	Promotion of Sport	3
SMGT 3335	Legal Issues in Sport	3
SMGT 3366	Managing Sport and Leisure Services	3
SMGT 3367	Sport Tourism	3
SMGT 4308	Sport Facilities and Event Management	3
SMGT 4309	Finance Management in Sport	3
SMGT 4351	Sport Entrepreneurship	3
SMGT 4365	Managing Personnel in Sport Organizations	3
Sport Management Special Emphasis		
SMGT 2301	Practicum in Sport Organization I	3
SMGT 3301	Practicum in Sport Organization II	3
SMGT 4301	Sport Business Management	3
SMGT 4302	Sport for Development	3
SMGT 4693	Professional Field Experiences I ^{1,2}	6
SMGT 4694	Professional Field Experiences II ^{1,2}	6
Sport Management Directive Electives		

Students are required to choose 18 semester hours of Directed Electives, including at least 12 hours of upper division (3000-4000 level) courses, with faculty-mentor approval.

Total Hours **120-122**

1

Sport management students need to receive both a cumulative and major GPA of 2.75 or above to be able to take the Professional Field Experience courses (SMGT 4693 & SMGT 4694).

2

SMGT 4693 is cross listed with KINE 4693 and SMGT 4694 is cross listed with KINE 4694.

*

Online offering

Course Sequencing

First Year

Fall		Hours
UNIV 1101	University Seminar I	1
ENGL 1301 or ENGL 1302	Writing and Rhetoric I or Writing and Rhetoric II	3
HIST 1301	U.S. History to 1865	3
MATH 1442	Statistics for Life	4
ARTS 1301	Art and Society	3
SMGT 2314	Introduction to Sport Management	3
Hours		17

Spring

UNIV 1102	University Seminar II	1
COMM 1311	Foundation of Communication	3
HIST 1302	U.S. History Since 1865	3
ENGL 2316 or ENGL 2332 or ENGL 2333	Literature and Culture or Literature of the Western World: From the Classics to the Renaissance or Literature of the Western World: From the Enlightenment to the Present	3
SMGT 2315	Sport and Social Issues	3
University Core Curriculum		3
Hours		16

Second Year

Fall		Hours
POLS 2305	U.S. Government and Politics	3
ECON 2301	Macroeconomics Principles	3
SMGT 2301	Practicum in Sport Organization I	3
University Core Curriculum		3
Sport Mgmt Directive Elective		3
Hours		15

Spring

POLS 2306	State and Local Government	3
ECON 2302	Microeconomics Principles	3
University Core Curriculum		3
Sport Mgmt Directive Elective		3

Sport Mgmt Directive Elective	3
Hours	15

Third Year

Fall

SMGT 3335	Legal Issues in Sport	3
SMGT 3366	Managing Sport and Leisure Services	3
SMGT 3320	Sport Communication	3
SMGT 3330	Promotion of Sport	3
Sport Mgmt Directive Elective		3
Hours		15

Spring

SMGT 3325	Governance and Ethics in Sport	3
SMGT 3301	Practicum in Sport Organization II	3
SMGT 3367	Sport Tourism	3
Sport Mgmt Directive Elective		3
Sport Mgmt Special Emphasis		3
Hours		15

Fourth Year

Fall

Sport Mgmt Directive Elective		3
SMGT 4309	Finance Management in Sport	3
SMGT 4351	Sport Entrepreneurship	3
SMGT 4365	Managing Personnel in Sport Organizations	3
Sport Mgmt Special Emphasis		3
Hours		15

Spring

SMGT 4693	Professional Field Experiences I	6
SMGT 4694	Professional Field Experiences II	6
SMGT 4308	Sport Facilities and Event Management	3
Hours		15
Total Hours		123

Courses

SMGT 2301 Practicum in Sport Organization I 3 Semester Credit Hours

This course is designed to expose sport management majors to the profession by working with and assisting an organization in the sport or recreational industry. This will provide the student with opportunities to apply knowledge and theory related to sport management and help students to understand expectations and responsibilities and the reality of working in the sport industry. This will include, but is not limited to, performing managerial functions, such as planning, organizing, leading and evaluating, as well as, facility and event management, marketing, promotion, and market research. Students are expected to engage in the professional affiliation experience and complete accompanying academic requirements during the semester that they have made application. This experience will carry 3 hours of academic credit and will require a minimum of 100 contact hours at the fieldwork site.

SMGT 2314 Introduction to Sport Management 3 Semester Credit Hours (3 Lecture Hours)

The study of operating principles for programs in intercollegiate athletics, professional sports, recreational sports, and community sport associations. This course is recommended prior to courses in the Sport Management Specialization.

SMGT 2315 Sport and Social Issues**3 Semester Credit Hours (3 Lecture Hours)**

Students examine the psychosocial and ethical factors involved in effective sport management. This course examines race, gender, social class, politics, religion, and other factors that affect sport in society.

SMGT 3301 Practicum in Sport Organization II**3 Semester Credit Hours**

This course is designed to give sport management majors advanced practice and participation in working in the sport and recreational industry. This will include, but is not limited to, performing managerial functions, such as planning, organizing, leading and evaluating, as well as, facility and event management, marketing, promotion, and market research. Students are expected to engage in the professional affiliation experience and complete accompanying academic requirements during the semester that they have made application. This is an experiential course that allows the mid-level sport management major to build on the competencies developed SMGT 2301 through experience in hands-on supervisory and leadership positions and focused reflection through academic work. Students may have the opportunities available in the course to develop more advanced knowledge, skills and values held by professionals in the sport management industry. The practical work for this course is predominately completed on campus.

Prerequisite: (SMGT 2301).

SMGT 3320 Sport Communication**3 Semester Credit Hours (3 Lecture Hours)**

The purpose of this course is two-fold: (a) to explore sport communication theories and how they relate to current issues and topics within the sport communication realm, particularly as they address mass media communication and the larger sport environment; and (b) to examine more practical concepts, activities, and behaviors related to sport communication and apply them to professional and collegiate sports.

SMGT 3325 Governance and Ethics in Sport**3 Semester Credit Hours (3 Lecture Hours)**

This course is designed to provide knowledge and awareness of the structures, rules and laws governing various sport organizations as well the participants.

SMGT 3330 Promotion of Sport**3 Semester Credit Hours (3 Lecture Hours)**

This course is designed to provide the sport manager with an understanding of the main marketing issues within the sport industry. Special emphases are placed on the application and assessment of marketing sport within the private and public sectors.

SMGT 3335 Legal Issues in Sport**3 Semester Credit Hours (3 Lecture Hours)**

Provides general knowledge of the judicial system and current legal issues in sport including risk management, eligibility, discrimination, drug testing, and Title IX.

SMGT 3366 Managing Sport and Leisure Services**3 Semester Credit Hours (3 Lecture Hours)**

Introduction of issues related to managing sport and leisure services in a variety of settings such as universities, municipal recreation, corporate wellness centers, in government or private sectors.

SMGT 3367 Sport Tourism**3 Semester Credit Hours (3 Lecture Hours)**

The course is designed to provide an introduction to sport events from a tourism strategic planning/marketing perspective. Throughout this course, students will be exposed to sport event production strategies for tourism and their impacts on event stakeholders. Students will examine specific sport tourism events and analyze their strategies for destination branding; sport tourism facility and event financing; host-guest interactions; environmental, political, economic, and socio-cultural impacts.

SMGT 4301 Sport Business Management**3 Semester Credit Hours (3 Lecture Hours)**

This course will equip students with a comprehensive understanding of the business of sport. In doing so, the course will examine contemporary business issues that influence the sport industry and the people who manage sport organizations. Especially the course will examine the critical business issues concerning the following critical entities in the sport business, including professional sport franchises and leagues, collegiate sports, mega sport events, corporate sponsors, and the media.

Prerequisite: SMGT 2314.

SMGT 4302 Sport for Development**3 Semester Credit Hours (3 Lecture Hours)**

This course will introduce students to sport for social change, often referred to as Sport-for-Development-and-Peace. Through this class, students will develop practical and theoretical knowledge of this field by learning about key issues and concepts. The goal of the class is for students to acquire knowledge and skills that they can use in their future career of choice.

Prerequisite: SMGT 2314.

SMGT 4308 Sport Facilities and Event Management**3 Semester Credit Hours (3 Lecture Hours)**

This course focuses on the major components of both facility and event management – planning, financing, marketing, implementation and evaluation. This course will provide a working knowledge of how to manage sport facilities and how to plan, manage, implement and evaluate sport events

Prerequisite: SMGT 2314.

SMGT 4309 Finance Management in Sport**3 Semester Credit Hours (3 Lecture Hours)**

This course is designed to provide knowledge of financial planning and administration. This includes, but not limited to, basic budget terminology, sources of financing for operating and capital expenditures, expenditure policies, auditing and the grant process.

Prerequisite: SMGT 2314.

SMGT 4351 Sport Entrepreneurship**3 Semester Credit Hours (3 Lecture Hours)**

This course will provide an analysis of entrepreneurship in sport and the sport industry. Emphasis will be placed on the structure and framework of entrepreneurial endeavors and the theory and practice of entrepreneurs in sport. Topics covered will include: idea generation, business strategy, entrepreneurial activities, establishing business operations, venture capitalism, business plan writing, financing and marketing a start-up and the legal challenges of growing a business.

Prerequisite: (SMGT 2314).

SMGT 4365 Managing Personnel in Sport Organizations

3 Semester Credit Hours (3 Lecture Hours)

This course is designed to expand the student's understanding of various management techniques and their application to sport organizations and administration. Topics include organizational behavior, human resources management and labor policies.

Prerequisite: SMGT 2314.

SMGT 4693 Professional Field Experiences I

6 Semester Credit Hours

The professional field experience (minimum of 150 hours) is designed to provide the student the opportunity to apply knowledge and theory related to kinesiology, health, physical fitness and sport. The underlying objective behind the fieldwork and internship assignments is for students to gain on-the-job opportunities to integrate their classroom knowledge with professional responsibilities. Students must enroll in both SMGT 4693 - Professional Field Experience I and complete requirements of this course.

SMGT 4694 Professional Field Experiences II

6 Semester Credit Hours

(minimum 150 hours) is designed to provide the student with additional opportunities to apply knowledge and theory related to kinesiology, health, physical fitness and sport that was gained in SMGT 4393 Professional Field Experience I. Students must be enrolled in SMGT 4693 Professional Field Experience I simultaneously with SMGT 4694 Professional Field Experience II.

SMGT 4696 Directed Individual Study

1-6 Semester Credit Hours

(DIS) in Sport Management is designed to allow the student to work independently on a research project, service learning, or literature review on a topic relevant to the student's major and special interests. The student works under the supervision of a faculty member and negotiates the individualized instruction and requirements with that faculty. All DIS proposals, including an outline and assessment deadlines, must be approved by the faculty member and the department chair and be appropriate for the semester credit hours (SCHs) applied for.