**SPORT MANAGEMENT, BS**

**Program Description**
The Bachelor of Science in Sport Management (BSSM) will expand on the current specialization in Sport Management offered within the Bachelor of Science in Kinesiology. The students in the BSSM 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).

**Sport Management, BS**
The Bachelor of Science in Sport Management (BSSM) is designed for students who desire a broad background in sport management. 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. 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:

- Utilize problem solving, critical thinking and decision-making skills in a variety of sport management settings and situations.
- Utilize effective leadership and management strategies in a variety of environments.
- Demonstrate accountability within the legal and ethical parameters of the sport management field.
- Integrate communication skills into roles as a professional.
- Utilize technology in the sport business practices.
- Explore historical and contemporary social determinants of sport that shape behavior and inequalities.

**General Requirements**

<table>
<thead>
<tr>
<th>Requirements</th>
<th>Credit Hours</th>
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<tbody>
<tr>
<td>Core Curriculum Program</td>
<td>42</td>
</tr>
<tr>
<td>First-Year Seminars (when applicable)¹</td>
<td>0-2</td>
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**Program Requirements**

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>UNIV 1101</td>
<td>First-Year Seminar I</td>
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<tr>
<td>UNIV 1102</td>
<td>First-Year Seminar II</td>
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**Sport Management Major Requirements**

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<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>SMGT 2314</td>
<td>Introduction to Sport Management</td>
<td>3</td>
</tr>
<tr>
<td>SMGT 2315</td>
<td>Sport and Social Issues</td>
<td>3</td>
</tr>
<tr>
<td>SMGT 3320</td>
<td>Sport Communication</td>
<td>3</td>
</tr>
<tr>
<td>SMGT 3325</td>
<td>Governance and Ethics in Sport</td>
<td>3</td>
</tr>
<tr>
<td>SMGT 3330</td>
<td>Promotion of Sport</td>
<td>3</td>
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<tr>
<td>SMGT 3335</td>
<td>Legal Issues in Sport</td>
<td>3</td>
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<tr>
<td>SMGT 3366</td>
<td>Managing Sport and Leisure Services</td>
<td>3</td>
</tr>
<tr>
<td>SMGT 3367</td>
<td>Sport Tourism</td>
<td>3</td>
</tr>
<tr>
<td>SMGT 4308</td>
<td>Sport Facilities and Event Management</td>
<td>3</td>
</tr>
<tr>
<td>SMGT 4309</td>
<td>Finance Management in Sport</td>
<td>3</td>
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<tr>
<td>SMGT 4351</td>
<td>Sport Entrepreneurship</td>
<td>3</td>
</tr>
<tr>
<td>SMGT 4365</td>
<td>Managing Personnel in Sport Organizations</td>
<td>3</td>
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**Sport Management Special Emphasis**

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<tr>
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<tr>
<td>SMGT 2301</td>
<td>Practicum in Sport Organization I</td>
<td>3</td>
</tr>
<tr>
<td>SMGT 3301</td>
<td>Practicum in Sport Organization II</td>
<td>3</td>
</tr>
<tr>
<td>SMGT 4693</td>
<td>Professional Field Experiences I</td>
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<tr>
<td>SMGT 4694</td>
<td>Professional Field Experiences II</td>
<td>6</td>
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Any TWO 3-hour KINE courses.

**Sport Management Directive Electives**

Students are required to choose 18 semester hours of Directed Electives. Courses can be chosen from any category below.

- Business Administration ²
- Entrepreneurship ²
- Exercise Science ²
- Human Resources Management ²
- Management ²
- Marketing ²
- Public Relations
  Or faculty mentor-approved courses.

Total Hours 120-122

¹ Transfer students with 24 or more hours are exempt from First-Year Seminar.
Students can elect to minor in the areas above. For additional information regarding minors, please contact academic advisors in the appropriate area. Courses in the minor may require prerequisites.

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 2301 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.  
**Prerequisite:** SMGT 2314.

**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.  
**Prerequisite:** SMGT 2314.

**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.  
**Prerequisite:** SMGT 2314.

**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.  
**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 200 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 KINE 4693 - PROFESSIONAL FIELD EXPERIENCE I AND COMPLETE REQUIREMENTS OF THIS COURSE.

SMGT 4694  Professional Field Experiences II
6 Semester Credit Hours
PROFESSIONAL FIELD EXPERIENCES II 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 HAVE TAKEN SMGT 4693 PRIOR TO ENROLLING IN SMGT 4694 COMPLETE ALL THE ACADEMIC REQUIREMENT.