

SPORT MANAGEMENT, AS

Program code: SPMG-AS

Location: Gateway

Program Description

The Sport Management program prepares students for a career in the sport industry with sectors including sport organizations, interscholastic sports, sport facility management and more, while also providing a seamless transfer to Southern Connecticut State University's Sport Management program. Sport courses, including specialties in marketing, finance, and media, can all be completed online allowing students throughout the state and beyond to complete some or all of the program online.

Program Learning Outcomes

1. Demonstrate working knowledge of the scope of the sport industry, along with professional practices of working in the sport management profession.
2. Demonstrate knowledge of the historical and philosophical foundations of the sport management profession.
3. Explain the importance of budgeting and financial management to sport-related organizations and be able to evaluate micro- and macro-economic principles as they relate to the sport industry.
4. Explain legal concepts relevant to the sport industry and evaluate situations in sport settings that may have legal implications for sport organizations, entities, or participants.
5. Explain and apply principles of mass media, communication, promotion, and public relations particularly as they relate to sport management.
6. Communicate effectively and professionally via presentation and public speaking opportunities, and in writing to internal and external audiences.
7. Explain the importance of and the procedure for organizing the workplace and defining tasks, responsibilities, and relationships.

Degree Requirements

Code	Title	Credits
General Education Courses		
ENG 1010	Composition	3
MATH 1200	Statistics I	3
Choose one of the following:		3
MUS 1001	Music History - Medieval-Baroque	
ARTH 1001	Global Art History Prehistory to 1500 CE	
ARTH 1002	Global Art History 1500 CE to present	
Elective SCKX - Scientific Knowledge Course or Elective SCRX - Scientific Reasoning Course		3-4
ECON 1001	Principles of Macroeconomics	3
BUSN 2100	Business Communication	3
CCS 1001	College and Career Success	3
Program Courses		
ACCT 1130	Principles of Financial Accounting	3
CSA 1111	Spreadsheet Applications	3

BUSN 2310	Business Law I	3
ECON 1002	Principles of Microeconomics	3
BFIN 1100	Personal Finance	3
or BENT 2180	Entrepreneurship	
BMKT 2010	Principles of Marketing	3
BMGT 2020	Principles of Management	3
BMGT 2200	Human Resource Management	3
BUSN 1047	Introduction to Sports Management	3
BMKT 2102	Sports Marketing	3
BUSN 2101	Sports Media and Public Relations	3
BFIN 2113	Sports Finance	3
HOSP 2244	Meetings, Conventions and Special Events Management	3
Total Credits		60-61