

Program Overview: Bachelor of Science, Sport Management



About This Major . . .

Students in the sport management program are prepared to enter the world of business in sport or to pursue a graduate degree. The degree provides an overview of the history and role of sport in society, and covers topics such as leadership and ethics, governance and communication, and legal considerations in sport operations. Students also will obtain business administration skills through courses in accounting, marketing, economics, and business information technology.

The Sport Management degree includes the planning, organizing, leading, and evaluating within the context of a sport organization. The practical framework for a number of professions that focus on leadership roles, including the following: youth, amateur, and professional sports; recreational, college and university sports programs; and the marketing and management of all sport and fitness-related goods. Students will develop into competent leaders for the various professions that focus on sport and fitness. This major prepares students for graduate school in sport management or business administration.

All CMU baccalaureate graduates are expected to demonstrate proficiency in critical thinking, communication fluency, quantitative fluency, and specialized knowledge/applied learning.

In addition to these campus-wide student learning outcomes, graduates of this major will be able to:

1. Critically evaluate the historical, socio-cultural, and philosophical aspects of sport. (Quantitative Fluency)
 - Examples: Students prepare article critiques on historical sport figures. Students present their research on aspects of organization and administration in sport and physical education.
2. Apply fundamental concepts of management, administration, marketing, finance, and economics to sport organizations. (Applied Learning)
 - Example: Students prepare and present a marketing plan, a multi-day event plan and a risk management plan for sporting events or organizations of their choice.
3. Construct codes of personal ethics and apply professional codes of ethics to a sport setting. (Critical Thinking)
 - Example: Student's construct a Personal Code of Ethics and critically evaluate a Professional Code of a sports organization of their choice.
4. Apply skill in interpersonal and organizational communication, to the mass media, in both print and electronic medium. (Communication Fluency)
 - Example: Students present research projects via electronic media and they prepare media releases related to sporting events or organizations.
5. Explain the relationships between sport and state/federal legislation, the court system, contract law, tort liability, agency law, antitrust law, constitutional law and collective bargaining. (Critical Thinking)
 - Example: Students prepare contracts and research and present on multiple collegiate, professional and amateur sport organization and professional opportunities in those organizations.
6. Articulate the implications of the various agencies that govern sport at the professional, collegiate, high school, and amateur levels. (Specialized Knowledge)
 - Example: Students participate in class exercises involving governance structure and policy development in professional and intercollegiate sport.

Program Highlights:

Club

The sport management student club takes trips to Denver to tour the professional sports facilities like the Pepsi Center, Dick's Sporting Goods Park, and Coors Field.

Internships

Several students have worked as interns for professional organizations at various locations and have obtained employment with them as a result. The program places interns each summer with the Colorado Rockies minor league team, the Grand Junction Rockies.

Careers

Several graduates are now employed in professional sports with teams around the country. Some students have gone on to work in event planning in sports and managing positions in parks and recreation around the state of Colorado.

Graduate School

This major prepares students for graduate school in Sport Management or Business Administration.

Program Requirements

A student must follow CMU graduation requirements by completing 120 semester credit hours, including 40 credits of coursework at the 300+ level. See the “Undergraduate Graduation Requirements” in the catalog for additional graduation information. Students should work closely with a faculty advisor when selecting and scheduling courses prior to registration. In general, CMU’s programs of study are based on two curriculum groups:

1. Essential Learning

CMU’s Essential Learning program provides the foundation of skills and information that cuts across all fields of study and the support for advanced concepts that students will later encounter in their majors. Before moving into work at the 300+ level, students complete the Maverick Milestone and its co-requirement, Essential Speech. This pair of courses is a capstone experience where students integrate what they have learned from their foundation courses by making connections among diverse areas of knowledge. The capstone is also an opportunity for students to work with disparate ideas, a critical skill expected of all CMU graduates that will aid them in solving the complex and unscripted problems they will encounter in their personal, professional, and civic lives.

2. What You Will Study in This Major. . .

Foundational Courses

- Principles of Marketing
- Principles of Management
- Principles of Financial Accounting

Sport Management Major Requirements

- Business Information Technology
- Principles of Macroeconomics
- Principles of Microeconomics
- History and Philosophy of Sport and Physical Education
- Introduction to Sport Management
- Sport in Society
- Sport Operations
- Leadership and Ethics in Sport
- Sport Law and Risk Management
- Survey of Economics and Finance in Sport
- Organization/Administration/Legal Considerations in Physical Education and Sports
- Sport Marketing
- Governance and Communication in Sport
- Sport Management Senior Seminar
- Internship

Electives

We want you to have breadth as well as depth, and these electives allow you to supplement or complement your choices in Sport Management.

- Philosophy and Psychology of Coaching
- Biomechanics and Lab
- Sport in Society
- Sport Law and Risk Management
- Advanced Strength and Conditioning
- Sport Nutrition
- Outdoor activity classes

Business Minor

When completing the Sport Management program, students take three of the seven courses required for a minor in Business Administration. By planning ahead, students can take the necessary business electives as their program electives and earn a Business Administration minor when they finish the Sport Management program.

For more information about this major, go to: <http://www.coloradomesa.edu/kinesiology/degrees/index.html> or contact the Academic Department Head for Kinesiology, 242 Maverick Center, 970.248.1374.