SPORT MANAGEMENT UF ONLINE

A Bachelor of Science in Sport Management enables students to ethically apply the fundamental concepts of management, marketing, finance and law to sport organizations. Coursework prepares students for a range of opportunities in the sport industry, including positions with professional, collegiate and amateur sport organizations.

About this Program

- **College:** Health and Human Performance
- **Degree:** Bachelor of Science in Sport Management
- **Credits for Degree:** 120
- **Additional Information**
- **Contact:** 1.855.99GATOR

**Related Sport Management Programs**

To graduate with this major, students must complete all university, college, and major requirements.

The acquisition of knowledge regarding the internal and external factors that influence sport in society enables students to use accepted techniques of discovery and critical thinking to solve problems, evaluate opinions and determine outcomes within the sport management area.

To earn a Bachelor of Science in Sport Management, a student must successfully complete 120 credits of prescribed coursework. Professional core courses, related option courses and specialization electives are taken during your last two years of work. Students are also required to complete a 15-credit internship their last semester. The 15-credit internship is part of the 120 credits prescribed for the degree.

**Equivalent critical-tracking courses as determined by the State of Florida Common Course Prerequisites may be used for transfer students.**

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold.

**Semester One**

- **IUF 1000** What is the Good Life (Gen Ed Humanities) 3
- **MAC 1105** Basic College Algebra (Critical Tracking; State Core Gen Ed Mathematics) 3
- **PSY 2012** General Psychology (Critical Tracking; State Core Gen Ed Social and Behavioral Sciences) 3
- **Gen Ed Biological or Physical Sciences**
- **Gen Ed Composition**
- **Gen Ed Humanities**

**Credits** 15

**Semester Two**

Select one:

- **ECO 2013** Principles of Macroeconomics (Critical Tracking) 3
- **ECO 2023** Principles of Microeconomics (Critical Tracking; Gen Ed Social and Behavioral Sciences) 3
- **STA 2023** Introduction to Statistics 1 (Critical Tracking; Gen Ed Mathematics) 3
- **State Core Gen Ed Biological or Physical Sciences**
- **Gen Ed Composition**
- **Gen Ed Humanities**

**Credits** 16

**Semester Three**

- **MAN 3025** Principles of Management (Critical Tracking) 4
- **SPC 2608** Introduction to Public Speaking 3
- **SPM 2000** Introduction to Sport Management 3
- **Electives**

**Credits** 16

**Semester Four**

- **ACG 2021** Introduction to Financial Accounting 4
- **EME 2040** Introduction to Educational Technology 3
- **MAR 3023** Principles of Marketing (Critical Tracking) 4
- **State Core Gen Ed Humanities**

**Credits** 14

**Semester Five**

- **LEI 4880** Research Methods in Tourism, Recreation and Sport Management 3
- **SPM 3012** Sport and Society 3
- **SPM 4104** Sport Facility Design and Management 3
- **Sport management elective** 4
- **Select one TRSM department elective:**
  - **LEI 2181** Leisure Contemporary Society or **SPM 4948** Practicum in Sport Management 3

**Credits** 16

**Semester Six**

- **SPM 3204** Ethical Issues in Sport 3
SPM 4154  Administration of Sport and Physical Activity  3
Sport management electives  6
Electives  4

Semester Seven
LEI 3921  Field Experience in TRSM  3
SPM 3306  Sport Marketing  3
SPM 4515  Sport Business and Finance  3
SPM 4723  Legal Issues in Sport and Physical Activity  3
Sport management elective  3

Credits  16

Semester Eight
SPM 4941C  Internship in Sport Management  12

Credits  12

Total Credits  120

1 Or higher level course.

The Bachelor of Science in Sport Management enables students to apply the fundamental concepts of management, marketing, finance and law to sport organizations. The acquisition of knowledge regarding the internal and external factors that influence sport in society enables students to use accepted techniques of discovery and critical thinking to solve problems, evaluate opinions and determine outcomes within sport management. They will also be able to use qualitative and quantitative analysis to assess problems and to determine solutions for sport organizations, effectively communicating these assessments in speech and in writing to internal and external constituencies.

Before Graduating Students Must
• Demonstrate competence (minimum final grades of C) in the core courses SPM 4154, SPM 4515 and SPM 4723.
• Critically demonstrate mastery of critical skills (with a minimum score of 21) needed in planning and delivery of tourism, recreation and sport management programs as assessed by the internship supervisor using a select core of questions in the final internship evaluation.
• Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major will Learn to
Student Learning Outcomes (SLOs)

Content
1. Discuss the interdisciplinary nature of the study of sport management.
2. Examine and explain the internal and external factors that influence and shape sport in society.
3. Explain what constitutes management and what constitutes an organization. Apply the concepts of planning, organizing, leading, and evaluating organizational goals to sport organizations.
4. Examine and explain how ethical behavior influences financial, marketing and managerial decision-making.
5. Identify fundamental marketing concepts to the sport industry, create marketing plans, evaluate market segments and predict consumer behavior.
6. Develop financial strategies and evaluate budgets and sources of revenues and expenses relevant to sport organizations.
7. Explain and judge fundamental legal concepts relevant to tort, contract and constitutional law, and how they apply to the sport management field.

Critical Thinking
8. Use accepted techniques of discovery and critical thinking to solve problems independently and to evaluate opinions and outcomes within and outside of the sport management area.
9. Explain and use qualitative and quantitative analysis through formal and informal assessment strategies.

Communication
10. Effectively produce, interpret and analyze written text, oral messages and multimedia presentations used in sport management related settings.

Curriculum Map

 Assessment Types
• Assignments
• Final project/course grades
• Supervisor internship evaluation and feedback