

SPORTS MANAGEMENT

Associate of Science Degree

Program Description

The Sports Management program prepares students for dynamic careers in the expanding sports industry. This comprehensive program blends business fundamentals with specialized sports knowledge, providing students with the practical skills and theoretical understanding needed to succeed in various sports-related organizations. The curriculum is designed to reflect current trends and best practices in the sports industry, ensuring graduates are well-positioned for employment or further education in this competitive field.

Program Outcomes

At the completion of this program, the student should be able to:

- Demonstrate understanding of core business principles and their application to sports organizations, including finance, marketing, management, and strategic planning.
- Analyze the structure, economic impact, and governing frameworks of amateur and professional sports at local, national, and global levels.
- Apply principles of planning, coordination, safety, and risk management to sports events and facilities.
- Develop effective marketing, promotion, and communication strategies specific to sports products, services, and organizations.
- Evaluate and address legal, ethical, and regulatory issues in sports, including contracts, liability, intellectual property, and compliance.
- Demonstrate leadership, critical thinking, and problem-solving skills in managing personnel and resources in sports organizations.
- Utilize current technologies and digital platforms for sports analytics, fan engagement, and operational efficiencies.
- Synthesize diversity, equity, and inclusion in sports management practices and organizational culture.
- Develop professional competencies including networking, career planning, and industry engagement to facilitate employment opportunities.

Additional Information

1. Indicates course requires the completion of a prerequisite.

Note: All classes are offered in the fall and the spring unless otherwise designated:

F=Class is only offered in the Fall
S=Class is only offered in the Spring

General Education Requirements – see p. 98		Credits
25 credits total		
Computer Science		3 credits
ENG 101 English Composition I		3 credits
ENG 102 English Composition II ¹		3 credits
History/Government		3 credits
IDS 167 First Year Seminar		3 credits
MAT 107 Statistics		3 credits
Natural Science w/ Lab		4 credits
Social Science/Psychology		3 credits

Program Requirements – 36 credits total	Credits
SPM 101 Introduction to the Sports Industry	3 credits
ACC 101 Accounting I	3 credits
SPM 102 Sports Communication & Information	3 credits
SPM 201 Sports & The Law	3 credits
BUS 220 Business Ethics	3 credits
SPM 202 Sports Marketing & Sales	3 credits
SPM 203 Sports Events & Facilities Management	3 credits
EXP 297 Internship I	3 credits
Program Electives	6 credits
Open Electives	6 credits

Total credits required for graduation **61 credits**

Program Electives-6 credits	Credits
SPM 104 Principles of Coaching & Leadership	3 credits
SPM 105 Sports Officiating	3 credits
PSY 230 Sports Psychology (S)	3 credits
SPM 204 Introduction to Sports Analytics	3 credits
SPM 205 Sports Hospitality & Tourism	3 credits
BUS 202 Principles of Customer Service	3 credits
MGT 230 Entrepreneurship & Small Business Management	3 credits

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Semester 1	Credits	Pre-Requisites
Computer Science	3 credits	
ENG 101 English Composition I	3 credits	
IDS 167 First Year Seminar	3 credits	
MAT 107 Statistics	3 credits	
SPM 101 Introduction to the Sports Industry	3 credits	
Total	15 credits	

Semester 2	Credits	Pre-Requisites
ENG 102 English Composition II	3 credits	ENG 101
History/Government	3 credits	
Social Science/Psychology	3 credits	
ACC 101 Accounting I	3 credits	
SPM 102 Sports Communication & Information	3 credits	
Total	15 credits	

Semester 3	Credits	Pre-Requisites
Open Elective	3 credits	
BUS 220 Business Ethics	3 credits	
SPM 201 Sports & the Law	3 credits	
Natural Science with Lab	4 credits	
Program Elective	3 credits	
Total	16 credits	

Semester 4	Credits	Pre-Requisites
Open Elective	3 credits	
SPM 202 Sports Marketing & Sales	3 credits	
SPM 203 Sports Events & Facilities Management	3 credits	
EXP 297 Internship I	3 credits	
Program Elective	3 credits	
Total	15 credits	

Semester Path:

Recommended course of study for a full-time student. It is recommended that students speak to an Academic Advisor before registering for courses each semester.

Student Resources:

Academic Advising
617-984-1720

Dean's Office of Arts and Sciences & Professional Programs
617-405-5920

Dean's Office of Allied Health
617-405-5960

Dean's Office of Nursing
617-405-5990

Financial Aid Office
617-984-1620

Registrar's Office
617-984-1650

Student Accessibility and Academic Support Services
617-405-5915