



Sport Management

Degree Awarded: Bachelor of Arts

Requirements for the Major: 48 credits and 14-15 prerequisite credits

The Sport Management program is designed to introduce students to management skills and occupational opportunities. The major will allow students to utilize a business administration background and apply this knowledge to the sports and recreational industry. The program includes course work in management and administration, public relations, sports marketing, sports law, and sport psychology. The internship is an integral part of this program and provides students with necessary field experiences.

Prerequisite courses for the major: These prerequisites will not be included in the major GPA but must be taken for the major.

Essential Competencies-Outcome Iterations
****Transfer courses do not receive outcome iterations****

			IL	W	O	Q	GA	V
	BSAD 145	Fundamentals of Information Systems	3					
	BSAD 295	Careers in Business (will be excused for students earning their degree fully in the online and/or evening formats)	2					
	ECON 102	Principles of Micro Economics	3					
	MATH 116	Finite Mathematics	3			x		
	STAT 241 or BSAD 239	Principles of Statistics or Statistics for the Social Sciences	4 or 3			x x		

Requirements for the Major:

Essential Competencies-Outcome Iterations
****Transfer courses do not receive outcome iterations****

			IL	W	O	Q	GA	V
	ACCT 211	Financial Accounting	3					
	ACCT 212	Managerial Accounting	3					
	BSAD 217	Introduction to Sport Management	3					
	BSAD 270	Sport and Media	3					
	BSAD 315	Marketing	3					
	BSAD 316	Facilities and Event Management	3					
	BSAD 340	Business Law I	3					
	BSAD 343	Sport Law	3					
	BSAD 371	Fundraising and Finance of Sport	3					
	BSAD 399	Internship	3					x
	BSAD 416	Sport Marketing	3					
	BSAD 453	Sport Management Capstone Seminar	3	x		x	x	x
	ENGL 309	Writing for Business	3		x	x		
	PSYC 380	Sport Psychology	3					

Select six credits from (continued on next page):

Essential Competencies-Outcome Iterations
****Transfer courses do not receive outcome iterations****

			IL	W	O	Q	GA	V
	BSAD 310	Principles of Management	3					
	BSAD 320	Advertising and Promotional Strategies	3					
	BSAD 365	Project Management	3					
	BSAD 375	Human Resource Management	3					
	BSAD 405	Entrepreneurship and Small Business Management	3					

This information must be used in conjunction with the 2023-2024 Grand View University Catalog and does not reflect a student's official record of progress. Students are expected to use the Progress tool found on myGVU >Tools > My Academics > 'Plan and register for courses' to monitor and plan coursework. Other available resources include: Course Planning Documents (found on myGVU under Academics and Advising Resources) and the faculty and staff who work with academic requirements.

				IL	W	O	Q	GA	V
	COMM 255	Public Relations Principles	3			x			
	DATA 437	Sport Analytics	3						
	KINH 304	History, Organization and Administration of Physical Education	3						

These courses will be counted in computing the 2.2 GPA required for this major.