

Sport Management, B.S.

Degree Offered

- Bachelor of Science

Nature of the Program

Since its inception in 1981, the WVU Sport Management undergraduate program has prepared students to work behind the scenes of the sport industry, one of the fastest growing industries in the US.

The curriculum has received national and international recognition as one of the best of its kind. Students are required to complete a minimum of three credit hours of internship. This “hands-on” experience is mutually beneficial, as the internship provides the student an opportunity to learn the sport business while the sport organization evaluates a potential future employee. In essence, the internship has become the cornerstone of a student’s learning experience. The curriculum is multidisciplinary. Students are required to complete courses from many other schools and colleges across campus including Journalism, Communications, Business and Economics, and Arts and Sciences. There are six full-time faculty dedicated to making your academic experiences within the School of Sport Sciences the best they can possibly be.

Admissions

Direct Admission Criteria

First time students who meet University requirements are directly admitted to the Sport Management major.

Students admitted from other majors within WVU must be in good academic standing (2.0 GPA).

Students transferring from another institution must be in good academic standing (2.0 GPA).

ADMISSION REQUIREMENTS 2024-2025

The Admission Requirements above will be the same for the 2024-2025 Academic Year.

Major Code: 5511

General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (<http://registrar.wvu.edu/gef/>)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

Code	Title	Hours
General Education Foundations		
F1 - Composition & Rhetoric		3-6
ENGL 101 & ENGL 102 or ENGL 103	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3
F5 - Human Inquiry & the Past		3
F6 - The Arts & Creativity		3
F7 - Global Studies & Diversity		3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)		9
Total Hours		31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

Degree Requirements

Code	Title	Hours
	University Requirements	42
	Professional and Career Development Common Core	
	Sport Management Major Requirements	78
	Total Hours	120

University Requirements

Code	Title	Hours
	General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)	
	Outstanding GEF Requirements 1, 2, 3, 5, and 6	15
PASS 191	First-Year Seminar	2
	General Electives	25
	Total Hours	42

Professional and Career Development Common Core

Code	Title	Hours
Common Core *		
PASS 191	First-Year Seminar	
PASS 300	Career Exploration in Physical Activity and Sport Sciences	
PASS 489	Capstone Experience in PASS	

Sport Management Major Requirements

Code	Title	Hours
A grade of C- or higher must be earned in all courses unless otherwise noted.		
A minimum GPA of 2.5 is required in all courses.		
ACCT 201	Principles of Accounting 1	3
BCOR 350	Principles of Marketing	3
BCOR 370	Principles of Management	3
	Select one of the following (GEF 8):	3
COMM 102	Fundamentals of Interpersonal Communication	
COMM 104	Fundamentals of Public Communication	
COMM 306	Organizational Communication	3
CS 101	Intro to Computer Applications (GEF 2)	4
ECON 200	Survey of Economics	3
or ECON 201	Principles of Microeconomics	
ENGL 101	Introduction to Composition and Rhetoric (GEF 1)	3
MDIA 101	Media and Society (GEF 4)	3
PR 215	Introduction to Public Relations	3
SEP 271	Sport in American Society (GEF 8)	3
SEP 272	Psychological Perspectives of Sport (GEF 8)	3
SM 340	Sport Governance	3
SM 345	Technology in Sport Management	2
SM 370	Sport Finance and Economics	3
SM 375	Sport in the Global Market (GEF 7)	3
SM 380	History and Philosophy of Sport	3
SM 387	Contemporary Issues in Sport Management	3
SM 425	Sport Facility Management	3
SM 426	Liability in Sport	3
SM 485	Management of Sport Organizations	3
SM 486	Sport Marketing & Sales	3

PASS 300	Career Exploration in Physical Activity and Sport Sciences	3
PASS 489	Capstone Experience in PASS	3
Advisor Approved Electives		6
Total Hours		78

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PASS 191 is accounted for in the University Requirements, PASS 300 and PASS 489 as part of the Major Requirements.

ADVISOR APPROVED ELECTIVES

Code	Title	Hours
ACE 256	Principles and Problems of Coaching	3
ACE 305	Diversity and Sport	3
ADV 215	Principles of Advertising	3
COMM 316	Intercultural Communication	3
DISB 385	Disability and Society	3
ECON 202	Principles of Macroeconomics	3
LDR 201	Principles of Leadership	3
PHIL 212	Philosophy of Sport	3
POLS 240	Introduction to Public Administration	3
RPTR 142	Introduction to Recreation, Parks and Tourism	3
SM 275	The Olympic Games	3
SOWK 147	Human Diversity	3

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours
ENGL 101 (GEF 1)		3 ACCT 201	3
Select one of the following (GEF 8):		3 CS 101 (GEF 2)	4
COMM 102		PR 215	3
COMM 104		SEP 271 (GEF 8)	3
MDIA 101 (GEF 4)		3 GEF 5	3
PASS 191		2	
GEF 6		3	
Elective		1	
		15	16

Second Year

Fall	Hours	Spring	Hours
ENGL 102 (GEF 1)		3 BCOR 350 or 370	3
Select one of the following (GEF 3):		3 ECON 200 or 201	3
MATH 121		SM 380	3
MATH 124		PASS 300	3
COMM 306		3 Advisor Approved Elective	3
SEP 272 (GEF 8)		3	
GEF 2		3	
		15	15

Third Year

Fall	Hours	Spring	Hours
BCOR 370 or 350		3 SM 370	3
SM 340		3 SM 375 (GEF 7)	3
SM 345		2 Elective or Minor Course	9
Advisor Approved Elective		3	

Elective or Minor Course	4		
	15		15
Fourth Year			
Fall	Hours	Spring	Hours
SM 387		3 SM 486	3
SM 425		3 Elective or Minor Course	8
SM 426		3 PASS 489	3
SM 485	3		
Elective or Minor Course	3		
	15		14
Total credit hours: 120			

Accelerated B.S. Sport Management/M.S. Sport Management Program

Students in this accelerated bachelor's to masters (ABM) program have the opportunity to concurrently complete their undergraduate degree in Sport Management and their master's degree in Sport Management via an accelerated pathway. Students may apply for admission to this ABM in the fall semester following completion of a minimum 60 credits and/or at least three semesters of full-time coursework. Only enrolled WVU Sport Management majors may be considered for admission to the program. Transfer students must complete at least 24 credit hours as degree-seeking students at WVU before applying. The minimum standard for admission is a cumulative undergraduate GPA of 3.0, with no provisional admissions allowed. Regular admission will not be offered to students with less than two semesters to complete the bachelor's degree. Students may apply using a Qualtrics application form that requires a resume and personal statement. Applications are due by October 15th with program admission decisions communicated by the end of the fall semester. Applications will be reviewed by an established ABM admissions work group.

Students in this ABM program must maintain a minimum cumulative GPA of 3.0 throughout their enrollment in both the undergraduate and graduate programs. Students in this ABM will complete all 30 credits of master's degree courses, 12 credits of which will count toward elective credit at the undergraduate level. Grades from selected courses (i.e., 12 credits) will be counted toward the students' GPA at both the bachelor's and master's degree levels for the purposes of determining satisfactory performance. Unless given specific permission by the Dean's Office, students admitted to this ABM program must maintain full-time continuous enrollment during fall and spring terms. Enrollment requirements in the summer term include the completion of 6 credits at the graduate level across consecutive years. Students' eligibility to remain in this ABM program will be evaluated at the end of each semester. Students failing to meet program or University standards will be placed on program probation for no more than one semester, after which they will be terminated from the ABM program. Terminated students as well as students who choose not to continue the ABM program will be eligible to receive their bachelor's degree after completing the traditional bachelor's degree requirements.

Accelerated B.S./M.S. Degree Requirements

DEGREE REQUIREMENTS

Code	Title	Hours
	University Requirements	39
	Sport Management Major Requirements	69
	M.S. Sport Management Degree Requirements	30
	Total Hours	138

UNIVERSITY REQUIREMENTS

Code	Title	Hours
	General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)	
	Outstanding GEF Requirements 1, 2, 3, 5, and 6	15
PASS 191	First-Year Seminar	2
	General Electives	22
	Total Hours	39

SPORT MANAGEMENT MAJOR REQUIREMENTS

Code	Title	Hours
A grade of C- or higher must be earned in all courses unless otherwise noted.		
A minimum GPA of 2.5 is required in all courses.		
ACCT 201	Principles of Accounting 1	3
BCOR 350	Principles of Marketing	3

BCOR 370	Principles of Management	3
Select one of the following (GEF 8):		3
COMM 102	Fundamentals of Interpersonal Communication	
COMM 104	Fundamentals of Public Communication	
COMM 306	Organizational Communication	3
CS 101	Intro to Computer Applications (GEF 2)	4
ECON 200	Survey of Economics	3
or ECON 201	Principles of Microeconomics	
ENGL 101	Introduction to Composition and Rhetoric (GEF 1)	3
MDIA 101	Media and Society (GEF 4)	3
PR 215	Introduction to Public Relations	3
SEP 271	Sport in American Society (GEF 8)	3
SEP 272	Psychological Perspectives of Sport (GEF 8)	3
SM 167	Introduction to Sport Management (B- or higher)	3
SM 340	Sport Governance	3
SM 345	Technology in Sport Management	2
SM 350	Leadership Theory and Application in Sport	2
SM 355	Orientation in Sport Management	1
SM 375	Sport in the Global Market (GEF 7)	3
SM 387	Contemporary Issues in Sport Management	3
SM 425	Sport Facility Management	3
SM 486	Sport Marketing & Sales	3
SM 491	Professional Field Experience	3
Advisor Approved Electives		6
Total Hours		69

M.S. SPORT MANAGEMENT DEGREE REQUIREMENTS

Code	Title	Hours
Minimum overall GPA of 3.0 or higher required.		
SM 516	Sport Marketing Research Methods	3
SM 527	Legal Issues in Sport Administration	3
SM 535	Sport Management Processes	3
SM 540	International Sport Governance	3
SM 546	Sport Marketing	3
SM 570	Sport Finance	3
SM 575	Fund-Raising and Development	3
SM 580	Sociocultural and Ethical Dimensions of Sport	3
SM 586	Facility Planning and Management	3
SM 590	Teaching Practicum	3
Total Hours		30

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours
ENGL 101 (GEF 1)		3 CS 101 (GEF 2)	4
Select one of the following:		3 ACCT 201	3
COMM 102		PR 215	3
COMM 104		SEP 271	3
MDIA 101		3 GEF 5	3
SM 167		3	
PASS 191		2	

GEF 6		3				
		17			16	
Second Year						
Fall	Hours	Spring	Hours			
ENGL 102 (GEF 1)		3 BCOR 350 or 370			3	
Select one of the following (GEF 3):		3 ECON 200 or 201			3	
MATH 121		SM 350			3	
MATH 124		SM 355			1	
COMM 306		3 Industry Approved Elective			3	
SEP 272 (GEF 8)		3 Elective or Minor Course			3	
GEF 2		3				
		15			16	
Third Year						
Fall	Hours	Spring	Hours	Summer	Hours	
BCOR 370 or 350		3 SM 375 (GEF 7)		3 SM 516		3
SM 340		3 SM 486		3 SM 586		3
SM 345		2 Industry Approved Elective		3 SM 590		1
SM 425		3 Elective or Minor Course		6 Elective or Minor Course		2
Elective or Minor Course		3				
		14		15		9
Fourth Year						
Fall	Hours	Spring	Hours	Summer	Hours	
SM 387		3 SM 527		3 SM 535		3
SM 491		3 SM 540		3 SM 570		3
SM 546		3 SM 590		1 SM 580		3
SM 575		3 Elective or Minor Courses		8		
SM 590		1				
		13		15		9

Total credit hours: 139

Major Learning Outcomes

SPORT MANAGEMENT

The goal of the program is for students to graduate with the essential skills and knowledge to work effectively within the profession of sport management. This is a very diverse profession with many different opportunities.

- **Content Knowledge-** Students will integrate knowledge, skills, and dispositions and apply them to professional issues in sport management.
- **Reflection and Professional Readiness-** Students will reflect on their professional readiness and think critically about the continued refinement of the disciplinary knowledge, skills, and dispositions learned across the sport management curriculum.
- **Professionalism and Ethics -** Students will model professional and ethical behaviors that are consistent with the industry standards and the related recommendations for best practice learned across the sport management curriculum.

COURSES

SM 167. Introduction to Sport Management. 3 Hours.

Overview of the sport management profession including career opportunities, critical current issues, trends, professional standards and the professional organizations.

SM 225. Practicum in Collegiate Athletics. 2 Hours.

PR: SM 167. This course provides students with the opportunity to gain supervised experience working in collegiate athletics. Students learn about the operations of the many units of a collegiate athletic department. Students are then placed within one or more units of a collegiate athletic department to work under the supervision of a professional within that unit.

SM 275. The Olympic Games. 3 Hours.

An examination of the historical development of the Olympic Games from the Greek classic period (500 B.C.) to the games of the XXVI Olympiad of Atlanta in 1996.

SM 293. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

SM 321. Esports Governance. 3 Hours.

This course provides an in-depth look at the governance and structure of esports. Students will examine esports leagues, teams, gaming publishers, and current events happening in esports with a focus on the law and ethical adherence to rules governing these competitions.

SM 322. Esports Marketing. 3 Hours.

Students in this course will be given an overview of the esports industry and its connections to the broader entertainment and communication industries. The course will explore the relationship between individual talent (from players to influencers) to professional organizations and the esports companies and how promotions, sponsorship, and marketing strategies can be developed to the benefit of all the stakeholders.

SM 340. Sport Governance. 3 Hours.

This course examines how sport organizations interact and coordinate with numerous policy actors to facilitate and coordinate the mechanisms of governance.

SM 345. Technology in Sport Management. 2 Hours.

PR: Majors only. This course provides an understanding of the technological concepts and principles relevant to sport management and provides student with practical experiences in the use of emerging technologies in the field.

SM 350. Leadership Theory and Application in Sport. 3 Hours.

Theories and principles of leadership and their practical application to the development and advancement of sport organizations.

SM 355. Orientation in Sport Management. 1 Hour.

PR: Majors only. In this course students will identify and develop the skill sets necessary for successful completion of an internship in sport management.

SM 370. Sport Finance and Economics. 3 Hours.

The purpose of this course is to provide financial and economic overview of professional, collegiate and recreational sports. Students will learn financial structures of sport organizations and various economic principles applied to the sport industry.

SM 375. Sport in the Global Market. 3 Hours.

An examination of the role of sports within the broader process of globalization. Its impact on culture, politics, economics and how these influences shape today's sport.

SM 380. History and Philosophy of Sport. 3 Hours.

This course is designed to acquaint students with philosophical issues related to sport and sport management and with individuals and events that helped shape the history of sport.

SM 387. Issues in Sport Studies. 3 Hours.

PR: ENGL 102. An in-depth analysis of critical issues impacting sport and the sport industry.

SM 425. Sport Facility and Event Management. 3 Hours.

PR: Consent. This course is designed to inform students of the principles and practice of planning, funding, and managing of sport facilities and event management.

SM 426. Liability in Sport. 3 Hours.

An overview of the legal system as it applies to sport, including contracts, tort law, drug testing, types of athletes, product liability, and legal duties of coaches, facilities supervisors, and athletic directors.

SM 485. Sport Management. 3 Hours.

The purpose of this course is to facilitate a full understanding of management theory within sport organizations. This class will demonstrate the value of applying management concepts and theories with sport organizations. Finally, this class will explain the importance of contemporary management tactics, and their relevance to the skill sets needed for students planning a career in sport related professions.

SM 486. Sport Marketing & Sales. 3 Hours.

The study of marketing principles as they relate to sport organizations. Specific attention is focused on the marketing planning process, marketing informational systems, and internal marketing.

SM 490. Teaching Practicum. 1-3 Hours.

PR: Consent. Teaching practice as a tutor or assistant.

SM 491. Professional Field Experience. 1-18 Hours.

PR: Consent. (May be repeated up to a maximum of 18 hours.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

SM 492. Directed Study. 1-3 Hours.

Directed study, reading, and/or research.

SM 493. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

SM 494. Seminar. 1-3 Hours.

PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

SM 495. Independent Study. 1-6 Hours.

Faculty supervised study of topics not available through regular course offerings.

SM 496. Senior Thesis. 1-3 Hours.

PR: Consent.

SM 498. Honors. 1-3 Hours.

PR: Students in Honors Program and consent by the honors director. Independent reading, study or research.