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 five full-time faculty dedicated to making your academic experiences within the College of Physical Activity and Sport Sciences the best they can possibly be.

FACULTY

ASSOCIATE PROFESSORS

- Gonzalo Bravo - Ph.D. (The Ohio State University)
- Cindy Lee - Ph.D. (The Ohio State University)

ASSISTANT PROFESSOR

- Brent Oja - Ph.D. (University of Kansas)

TEACHING ASSOCIATE PROFESSOR

- Gary Lhotsky - Ed.D. (Florida State University)
  Program Coordinator

TEACHING ASSISTANT PROFESSOR

- Patrick Hairston - Ed.D. (Delaware State University)
- Justin Wartella - Ph.D. (University of Nevada-Las Vegas)

ADJUNCT INSTRUCTORS

- Tangela Cheatham - M.Ed. (University of Oklahoma)
- Grant Dovey - M.S. (West Virginia University)
- Terri Howes - M.S. (West Virginia University)
- Christopher Miller - J.D. (West Virginia University)
- Sandra West - M.S. (University of Miami)

ASSOCIATE PROFESSOR EMERITUS

- Dallas Branch

Admissions

Due to Covid-19 – Admission requirements may differ from what is listed on this page. Please review the most up-to-date program admission requirements for the BS in Sport Management (https://admissions.wvu.edu/academics/majors/sport-management/) major.

- Incoming First-Time Freshmen and First-Time Transfer students are admitted directly 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).

Click here to view the Suggested Plan of Study (p. 3)

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.

**General Education Foundations**

F1 - Composition & Rhetoric
- ENGL 101 Introduction to Composition and Rhetoric
- ENGL 102 and Composition, Rhetoric, and Research
- or ENGL 103 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**

University Requirements
- 39

Sport Management Major Requirements
- 81

Total Hours
- 120

**University Requirements**

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

PASS 191 First-Year Seminar
- 1

General Electives
- 23

Total Hours
- 39

**Sport Management Major Requirements**

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 Managing Individuals and Teams
- 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

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
## Sport Management, B.S.

| SM 350 | Leadership in Sport Management | 2 |
| SM 355 | Orientation in Sport Management | 1 |
| 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 | Issues in Sport Studies | 3 |
| SM 425 | Sport Facility and Event Management | 3 |
| SM 426 | Liability in Sport | 3 |
| SM 485 | Sport Management | 3 |
| SM 486 | Sport Marketing & Sales | 3 |
| SM 491 | Professional Field Experience | 3 |
| Advisor Approved Electives | | 6 |
| **Total Hours** | **81** |

### ADVISOR APPROVED ELECTIVES

- **ACE 256**  Principles and Problems of Coaching  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  2
- **SM 275**  The Olympic Games  3
- **SOWK 147**  Human Diversity  3

### Suggested Plan of Study

#### First Year

<table>
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<tr>
<th>Fall</th>
<th>Hours</th>
<th>Spring</th>
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#### Second Year

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<td>MATH 124</td>
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<td>COMM 306</td>
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#### Third Year

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<td>3 SM 370</td>
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Accelerated B.S./M.S. Degree Requirements

DEGREE REQUIREMENTS

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

UNIVERSITY REQUIREMENTS

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 1
General Electivest 23
Total Hours 39

SPORT MANAGEMENT MAJOR REQUIREMENTS

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 Managing Individuals and Teams 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 in Sport Management 2
SM 355 | Orientation in Sport Management | 1  
SM 375 | Sport in the Global Market (GEF 7) | 3  
SM 387 | Issues in Sport Studies | 3  
SM 425 | Sport Facility and Event 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**

Minimum overall GPA of 3.0 or higher required.

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<td>SM 527</td>
<td>Legal Issues in Sport Administration</td>
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<td>SM 535</td>
<td>Sport Management Processes</td>
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<td>SM 540</td>
<td>International Sport Governance</td>
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<td>SM 546</td>
<td>Sport Marketing</td>
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<td>SM 570</td>
<td>Sport Finance</td>
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<td>SM 575</td>
<td>Fund-Raising and Development</td>
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<td>SM 580</td>
<td>Sociocultural and Ethical Dimensions of Sport</td>
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<td>SM 586</td>
<td>Facility Planning and Management</td>
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<td>SM 590</td>
<td>Teaching Practicum</td>
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Total Hours | 30  

**Suggested Plan of Study**

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**Third Year**

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<td>SM 516</td>
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<td>SM 340</td>
<td>3</td>
<td>SM 486</td>
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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 demonstrate knowledge and disciplinary concepts related to sport management.
- **Reflection and Critical Thinking** - Students will demonstrate reflection and critical thinking in order to refine professional knowledge and practice.
- **Programming and Assessment** - Students will demonstrate evidence-based knowledge for designing, implementing and evaluating sport management programs that address individual's needs determined by various forms of assessment.
- **Professionalism and Ethics** - Students will demonstrate professional behaviors, including commitment to excellence, valuing diversity and collaboration, service to others, techniques for lifelong learning, or applying to graduate school and/or professional programs to help advance their careers.
- **Technology** - Students will be able to demonstrate the use of different forms of technology to assess skills and provide meaningful feedback.

**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 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 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 in Sport Management.** 2 Hours.
PR: Majors only. The purpose of this course is to identify the fundamental leadership behaviors in sport management. This course provides sport management students the opportunity to explore current leadership theories and practices in sport.
### 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.
PR: Senior standing. The study of management principles as they relate to sport organizations. The analysis includes specific references to planning, organizing, leading and evaluating functions of management in sport.

### 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.