Sport Management

Bachelor of Science in Sport Management

Since the WVU Sport Management undergraduate curriculum was created in 1981, it has prepared students for careers in professional sport, intercollegiate athletics, sport facilities, and many other sport-related businesses.

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 four 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. (Ohio State University)
• Dennis Floyd Jones - Ph.D. (University of Pittsburgh)
• Cindy Lee - Ph.D (Ohio State University)

ASSOCIATE TEACHING PROFESSOR

• Gary Lhotsky - Ed.D. (Florida State University)

ADJUNCT INSTRUCTORS

• William Alsop - Ed.D. (West Virginia University)
• Andro Barnett - Ph.D. (Temple University)
• Philip Caskey - M.S. (West Virginia University)
• Brad Cox - M.S. (West Virginia University)
• Rosa D'Amico - Ph.D. (University of Australia)
• Anna Devito - Ph.D. (Syracuse University)
• Grant Dovey - M.S. (West Virginia University)
• Charles Fisher - M.S. (West Virginia University)
• Terri Howes - M.S. (West Virginia University)
• Todd Knisely - M.S. (West Virginia University)
• Christopher Miller - JD (West Virginia University)
• Sandra West - M.S. (University of Miami)

Admission into the Program

To Apply for Admission:

• Students are able to apply to the major during the second semester of their freshman year.
• To apply, students must complete the admission application, which can be found on the CPASS web site, (http://cpass.wvu.edu) by the March 1 deadline. Final admissions decisions will occur after Spring semester grades have been submitted.
• The following pre-requisite courses must be completed by the end of the spring semester in which the student is applying: Nine credits from the following list of courses ENGL 101, ECON 201 or BUSA 202, and SM 167 (Grade of "B" or higher), and three credits in Math requirement, COMM 100/COMM 102 OR COMM 104, and JRL 101. In addition to these 15 hours of required coursework, students must complete an additional 15 credits of GEF or approved elective courses for a total of 30 credits.
• Students must have a minimum GPA of 2.5 and complete the application form.
• A direct admission option is available to high achieving students coming from high school. Please see below for the criteria.

Note: All students enrolled in sport management must earn a grade of C or better in all required courses unless otherwise noted. A minimum 2.5 GPA and formal application are required for admission into the sport management program. All students must earn a minimum of 120 hours in order to graduate.
A maximum of sixty students will be admitted each year from the pool of applicants to a traditional fall/spring cohort. These students will begin taking sport management coursework during the fall semester of the following year. The sixty applicants with the highest GPA and who minimally meet or exceed the aforementioned admission criteria will be accepted each year into this cohort.

Direct Admission Criteria

High school students who have earned a overall gpa of a 3.50 and scores of 1100 total on SAT or 24 ACT composite. There is no application to the direct admission program, but students will be asked to complete a form to show continued interest in the program. Students will need to complete all pre-requisite requirements to have a guaranteed spot in the program.

The College of Physical Activity and Sport Sciences uses the admission requirements of (http://adm.wvu.edu/freshman/university_admissions_requirements/#Anchor-Admission-18597) WVU.

Click here to view the Suggested Plan of Study (p. 4)

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

<table>
<thead>
<tr>
<th>F1 - Composition &amp; Rhetoric</th>
<th>3-6</th>
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<tbody>
<tr>
<td>ENGL 101</td>
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<tr>
<td>&amp; ENGL 102</td>
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<tr>
<td>or ENGL 103</td>
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<tr>
<td>Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing</td>
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<tr>
<th>F2A/F2B - Science &amp; Technology</th>
<th>4-6</th>
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<tbody>
<tr>
<td>F3 - Math &amp; Quantitative Skills</td>
<td>3-4</td>
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<tr>
<td>F4 - Society &amp; Connections</td>
<td>3</td>
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<tr>
<td>F5 - Human Inquiry &amp; the Past</td>
<td>3</td>
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<tr>
<td>F6 - The Arts &amp; Creativity</td>
<td>3</td>
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<tr>
<td>F7 - Global Studies &amp; Diversity</td>
<td>3</td>
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<tr>
<td>F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)</td>
<td>9</td>
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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.

Curriculum 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.

GEF 1, 2, 5, & 6 (may vary depending on overlap) 12

WVUE 191 First Year Seminar 1

Pre-major Requirements

<table>
<thead>
<tr>
<th>ENGL 101</th>
<th>Introduction to Composition and Rhetoric (Minimum grade of C-)</th>
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<tbody>
<tr>
<td>COMM 100 &amp; COMM 102</td>
<td>Principles of Human Communication and Human Communication in the Interpersonal Context (GEF 8)</td>
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<tr>
<td>or COMM 104</td>
<td>Public Communication</td>
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<tr>
<td>ECON 201</td>
<td>Principles of Microeconomics (GEF 4)</td>
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<tr>
<td>or BUSA 202</td>
<td>Survey of Accounting</td>
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<tr>
<td>JRL 101</td>
<td>Media and Society (GEF 8)</td>
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Select one of the following (GEF 3): 3

| MATH 121 | Intro Concepts Of Mathematics |
| MATH 126A | College Algebra 5-Day |
| MATH 126B | College Algebra 4-Day |
| SM 167 | Introduction to Sport Management (B- or higher) |
SEP 271  Sport in American Society  3
SEP 272  Psychological Perspectives of Sport (GEF 8)  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 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 (Fulfills Writing and Communication Skills Requirement)  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 hour required)  3
BUS 202  Survey of Accounting (whichever was not completed to satisfy pre-major requirements) *  3
or ECON 201  Principles of Microeconomics  3
CS 101  Intro to Computer Applications (GEF 2)  4
COMM 306  Organizational Communication  3
BUS 320  Survey of Management  3
BUS 330  Survey of Marketing  3
PR 215  Introduction to Public Relations  3
Advisor Approved Electives  6
Minor Courses or Free Electives  23
Total Hours  120

* Students must take (ECON 201 or BUSA 201) and BUSA 202.

**ADVISOR APPROVED ELECTIVES**

SM 275  The Olympic Games  3
ACE 256  Principles and Problems of Coaching  3
ADV 215  Principles of Advertising  3
BUS 310  Survey of Business Law  3
BUS 340  Survey of Finance  3
COMM 316  Intercultural Communication  3
COMM 335  Social Media in the Workplace  3
COMM 404  Persuasion  3
DIS 385  Disability and Society  3
DSGN 140  Sustainable Living  3
DSGN 280  Sustainable Design and Development  3
DSGN 340  Design for Energy Efficiency  3
ECON 202  Principles of Macroeconomics  3
HTOR 376  Hospitality & Tourism Leadership  3
JRL 210  Visual Journalism and New Media  3
JRL 225  Media Tools & Applications  3
JRL 412  Sport Journalism  3
LDR 201  Principles of Leadership  3
LDR 330  Leadership and Athletics  3
MANG 330  Human Resource Management Fundamentals  3
MKTG 315  Buyer Behavior  3
MKTG 320  Personal Selling 1  3
PHIL 212  Philosophy of Sport  3
Major Learning Goals

SPORT MANAGEMENT

The goal of the program is for students to graduate with the essential skills and knowledge necessary to prepare them for a career in the field of sport management or continued studies at the graduate level.

- **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 and skills (and best practices) for assessing needs and for designing, implementing and evaluating sport related settings/organizations.

• **Professionalism and Ethics** - Students will demonstrate professional behaviors, including commitment to excellence, valuing diversity and collaboration, service to others, techniques for lifelong learning.

• **Technology** - Students will be able to demonstrate the use of different forms of technology to allow them to function effectively within a sport management setting.