

# SPORT MANAGEMENT, BS

## Contact

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## Description

The 125-credit hour B.S. in Sport Management curriculum combines department-specific courses with professional electives and liberal arts requirements, providing students with the tools to pursue a career in sport management or graduate study. Coursework covers areas in business, marketing, management, communications, economics, technology, sponsorship, market research, societal influences and impacts, event planning and law. The program requires students to pursue a minor allowing students to tailor their studies according to their professional interests. The required 12-credit capstone provides students with valuable industry experience.

## Intra University Transfer

All Syracuse University students (including Falk College students) interested in an intra-University transfer into the Sport Management undergraduate program must meet the transfer criteria below and complete an SPM IUT application form. For more info, contact the department at falkspm@syr.edu or 315-443-2630.

Intra-University Transfer Policy Deadlines are: November 1 for Spring and March 1 for Fall entry.

The following criteria will be adhered to by the Sport Management IUT faculty subcommittee:

1. A student must have a minimum cumulative GPA of 3.5.
2. Completed or be in the process of reaching a minimum of 24 credit hours of courses at SU when applying.
3. To complete the SPM degree requirements within a four-year plan of study, SU students must have a minimum of five remaining semesters of study.
4. It is highly recommended, but not required that students complete or are enrolled in one or more of the following courses when applying SPM 205; MAT 122/MAT 284, ECN 101/ECN 102 (included in the 24 credit hours required).
5. Recommended completion of at least six credits of foreign language coursework (included in the 24 credit hours required).

Materials to be submitted:

1. Sport Management Intra-University Transfer application
2. Submit a resume
3. Submit a two-three page typed essay that includes the following:
4. Academic interest in sport management
5. Desired career track (i.e. marketing, legal studies, communications, business management, etc.)
6. Prior experience in the sport industry (e.g. sport related volunteer and/or community service work, internships, or other sport industry experiences)

While careful consideration will be given to all students who meet the outlined criteria, acceptance into Sport Management can only be granted on space availability based on current enrollment.

## Study Abroad

The College, in cooperation with Syracuse University Abroad (Syracuse Abroad), strongly encourages students to take advantage of the opportunity to study abroad. Study abroad options include semester, summer, and short-stay programs.

SU Abroad offers students the opportunity to participate in a program of study abroad in Santiago, Chile; London, England; Madrid, Spain; Strasbourg, France; Florence, Italy; Hong Kong, China; or Beijing, China. Syracuse University also builds strong overseas affiliations and partnerships, allowing students to be placed directly at other centers and universities.

No prior knowledge of a foreign language is required, except for the Chile program, and students may choose from a variety of courses to fulfill requirements or elective credits for their program of study in the College. It is essential that students begin planning early for study abroad and work closely with their academic advisors.

For further information, plan early, and contact the Falk Student Services office, Barclay Hall, Suite 300 or Syracuse University Study Abroad, 106 Walnut Place, 315-443-3471.

## Student Learning Outcomes

Students will gain not only a solid background in sport marketing, sport management, sport law and sport finance but also in professional electives and the liberal arts providing students with the tools to pursue career and graduate study in sport. Upon completion of the program, students will be able to:

1. Explain, discuss, and analyze core areas of sport management.
2. Analyze data from the sport industry and prepare recommendations for business decisions within sport organizations.
3. Demonstrate the ability to use sport management concepts in written and oral communication.
4. Classify technology appropriate for use in the sport industry.
5. Develop critical thinking and problem-solving skills necessary for careers in the sport industry.
6. Integrate the knowledge and skills learned in the core content areas to professional settings.

## Program Requirements

Code	Title	Credits
<b>Communication Skills</b>		
WRT 105	Studio 1: Practices of Academic Writing	3
WRT 205	Studio 2: Critical Research and Writing	3
WRT 307	Advanced Writing Studio: Professional Writing	3
CRS 325	Presentational Speaking	3
<b>Quantitative Skills</b>		
MAT 221	Elementary Probability and Statistics I	4
MAT 284	Business Calculus	4
MAX 201	Quantitative Methods for the Social Sciences	3
<b>Natural Science</b>		

Natural Science - must include a lab	4	Students must also complete a minor (18 credits) as part of the Sport Management degree requirements.	18
<b>Foreign Language/Humanities</b>		<b>Total Credits</b>	<b>125</b>
Students satisfy the foreign language requirement for the Sport Management program by demonstrating that they have achieved a certain level of competence in a language other than English by either:	12		
1. Completing a 4-credit language course numbered 201, or a 3- or 4-credit language course numbered 202 or higher; or			
2. Demonstrating Competence - Students who successfully complete an approved examination testing aural, reading, and composition skills meet the requirement. Petitions for an examination should be submitted to the specific language coordinator; or			
3. International Students - Students whose native language is not English may petition to have the language requirement fulfilled by their knowledge of their natural language.			
Beginners can complete the language requirement with a sequence of three 4-credit courses numbered 101, 102, and 201. Each of these courses includes four hours of class and two hours of independent laboratory work in a computer or audio/visual cluster weekly.			
Note: Students who fulfill the foreign language requirement by petition or test into, and complete, a 3 or 4 credit language course numbered 201 or higher, will take additional Humanities courses to constitute the necessary credits to have fulfilled 63 liberal arts credits.			
<b>Social Science Division</b>			
ECN 101      Introductory Microeconomics	3		
ECN 102      Introductory Macroeconomics	3		
Social Science elective	6		
<b>Additional Liberal Arts Courses</b>			
Select six credits	6		
<i>University Requirement</i>			
In addition to FYS 101, the BS in Sport Management requires completion of an IDEA course (chosen from a select list) - The IDEA course may count as a liberal arts, departmental course, or elective depending on the course chosen. Please see the undergraduate course catalog for a full listing of IDEA courses.			
FYS 101      First Year Seminar	1		
<i>General Skills</i>			
ACC 201      Essentials of Accounting	3		
FIN 301      Essentials of Finance	3		
<b>Program Requirements</b>			
SPM 201      Professional Development in Sport Management	1		
SPM 205      Principles and Contemporary Issues in Sport Management	3		
SPM 215      Principles of Sales in Sport	3		
SPM 225      Managing the Sport Organization	3		
SPM 245      Race, Gender, and Diversity in Sport Organizations	3		
SPM 325      Sport Communications	3		
SPM 345      Technology in Sport Management	3		
SPM 365      Sport Economics	3		
SPM 395      Psycho-Social Issues of Sport	3		
SPM 415      Sport Law	3		
SPM 444      Sports Marketing Management	3		
SPM 455      Senior Sport Management Capstone	12		
<b>Sport Management Degree Requirements</b>			

### Undergraduate University Requirements

The following requirements and experiences apply to all Syracuse University Undergraduate matriculated degree programs.

- IDEA Course Requirement (<https://coursecatalog.syracuse.edu/undergraduate/idea-course-requirement/>)
- First Year Seminar (<https://coursecatalog.syracuse.edu/undergraduate/courses/fys/>)