

Exercise Sciences and Sport Studies

B.S. in Sport Management Studies

Program Description

The Bachelor of Science in Sport Management Studies develops knowledge and skills used by managers, marketers and other professionals within the sport industry.

Delivery Mode

Traditional (on campus)

Curriculum

The following eight-semester schedule of courses provides a recommended framework for completing this program of study in four years.

Course	Credits
Freshman Year	
First Semester	14
ENG 101 English Composition I	3
SPT 100 Introduction to Sport Management	3
SPT 101 Practica in Sport Management	1
UNI 100 First-Year Seminar	1
General Education/Elective Courses	6
Second Semester	18
SPT 300 Psychology of Sport	3
SPT 325 Sport and Society OR SOC 309 Sociology of Sport	3
General Education/Elective Courses	12
Sophomore Year	
Third Semester	15
SPT 305 Ethics in Sport	3
SPT 320 Administration of Intercollegiate Athletic Programs	3
SPT 330 Global and International Sport	3
General Education/Elective Courses	6
Fourth Semester	16
SPT 310 Sport Marketing	3

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Course	Credits
SPT 315 Facility and Event Management	3
SPT 316 Practica in Facility and Event Management	1
SPT 360 Sports Communication OR CDC 305 Sport Communication and Media	3
General Education/Elective Courses	6
Junior Year	
Fifth Semester	16
SPT 311 Sales Techniques in Sport Ind.	3
SPT 312 Prac. in Sport Sales	1
SPT 340 History of Sport OR HIS 348 History of American Sport	3
SPT 400 Legal Aspects of Sport	3
General Education/Elective Courses	6
Sixth Semester	15
SPT 410 Governance in Sport	3
SPT 425 Organization and Administration of Sport	3
General Education/Elective Courses	9
Senior Year	
Seventh Semester	15
SPT 405 Finance and Economics of Sport	3
SPT 430 Sport Management Senior Seminar	3
General Education/Elective Courses	9
Eighth Semester	12
SPT 499 Internship in Sport Management	12

Program Notes

- Dev. Math and Eng. courses do NOT count toward graduation.
- Once a student matriculates into the program, they may not transfer major courses into Cal U.
- Students must have a 2.0 GPA prior to enrolling in SPT 499.
- A business minor is strongly encouraged.

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Additional Requirements

Admission to the sport management studies program is open to any student who has been admitted to California University of Pennsylvania. Once a student has requested to be a sport management studies major, a practicum class of observation/work in an approved sport management environment is required. The practicum class is a work experience in a major sport management setting (Heinz Field, PNC Park, community clubs and game day activities) to experience behind-the-scenes operations of sporting events. As a culminating activity in the program, students are required to complete a supervised 400- hour internship. The internship is the student's capstone experience. Students, in conjunction with the program faculty and Internship Office, will secure an internship site based on their unique educational needs and experience.

Candidates for admission to the sport management studies program leading to the Bachelor of Science in Sport Management Studies are required to:

- Maintain a minimum 2.0 cumulative grade-point average; students earning a grade below a D in any sport management course(s) (SPT) must repeat the course(s).
- Follow the predetermined sequence of courses; failure to follow the sequence may result in delayed graduation.
- Complete all didactic coursework prior to the capstone internship experience, SPT 499.
- Enroll in the Internship Intent during the preregistration process the semester prior to completing the internship.

Program Webpage

<https://www.calu.edu/academics/undergraduate/bachelors/sport-management/index.aspx>