

Degree Path: B.S. in Business Sport Management

College of Business

Freshman Year

<u>Fall Semester</u>	<u>15 hours</u>
GES 1122	Strategies for Student Success ∞
ENG 1113	Composition and Rhetoric I ∞
MTH 1123	College Algebra ∞
HIS 1113	American History I
PED 1101-2291	(Activity Course option 1) ∞
BIB/REL/THE	(Bible Core option) ∞

<u>Spring Semester</u>	<u>15 hours</u>
ENG 1123	Composition and Rhetoric II ∞ (prereq: ENG 1113)
PSY 1153	Introduction to Psychology ∞
BSM 2113	Intro to Sport Management ∞
MKT 2323	Principles of Marketing ∞
BIB/REL/THE	(Bible Core option) ∞

Sophomore Year

<u>Fall Semester</u>	<u>15 hours</u>
ENG 2273/2233	(English option) ∞/◇ (ENG 2243, if preferred, is spring only) (prereq: ENG 1123)
COM 1143	Fundamentals of Speech Comm. ∞
BUS 1123	Survey of Economics ∞
ACC 2213	Principles of Financial Accounting ∞
BIB/REL/THE	(Bible Core option) ∞

<u>Spring Semester</u>	<u>15 hours</u>
KIN 2113	Human Anatomy & Physiology ∞
PED 2232	Wellness and Lifestyle ∞
PED 1101-2291	(Activity Course option 2) ∞
PED 2123	Coaching Theory ◇
MGT 2383	Management Communications ∞
BIB/REL/THE	(Bible Core option) ∞

Junior Year

<u>Fall Semester</u>	<u>15 hours</u>
GOV 2213	National and State Government ∞
BSM 3523	Sport Marketing and Promotion ◇
BUS 3413	Statistics ∞
FIN 2113	Principles of Finance ∞
BIB/REL/THE	(Bible Core option) ∞

<u>Spring Semester</u>	<u>16 hours</u>
BSM 3213	Sport Facility & Event Management ∞
BSM 4911	Sport Management Internship I ∞
BUS 2523	Business Technology ∞
BUS 2253	Business Law ∞
XXX XXXX	(General Elective Course option 1)
BIB/REL/THE	(Bible Core option) ∞

Senior Year

<u>Fall Semester</u>	<u>15 hours</u>
BSM 4323	Sport as Mission ◇
BSM 4113	Sport Law & Ethics ◇
BUS 4113	Business Ethics ∞
MKT 4353	Digital Marketing & Sales Strategy **
HRM 3113	Human Resources Management ◇

<u>Spring Semester</u>	<u>14 hours</u>
BSM 3223	Sport Governance, Leadership & Admin ◇
PED 3173	Management in Health & Sport ◇
BUS 4473	Strategy and Policy in Business ***
XXX XXXX	(General Elective Course option 2)
BSM 4932	Sport Management Internship II ∞ (Can also be taken fall of senior year. Must have 12 units of professional development.)

Please Note:

- This plan is one example of how to complete the degree in 4 years. It assumes no transfer credit and no developmental coursework. It will work for some, but not for all.
- You can meet with your scheduler, program coordinator, or department chair to plan around your circumstances and develop your personal degree path. Degree requirements and offerings are subject to change, so consult advisors for on-going updates.
- Course Offering Codes:
 - ∞ every fall and spring semester
 - * only that semester in odd years
 - *** to be taken *only* in specified semester
 - ◇ every year only fall/spring/summer (as listed)
 - ** only that semester in even years
 - ∞/◇ offering differs in order listed

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OVERVIEW

The Business Sport Management Program was established to provide students with knowledge and experience in the sports marketplace. These focal points include management, marketing, administration, sports law, ethics, and most importantly, a Christian worldview of sports. Each of our instructors has real-world experience in the area of sport management.

CAREER OPPORTUNITIES

Graduates from this program have gone on to pursue careers including sport management, sport marketing, sport facilities management, coaching, and athletic administration, and pursue graduate degrees in Sport Management.

The bureau of labor statistics (August '22) published a jobs report showing that sport management jobs will grow by 15%, faster than most other roles. These include coaches, scouts, sports-related workers, and sports agents. Recreational managers, facility directors, and athletic director positions will grow by 10% faster than most other roles. The opportunities in sport management are endless! Salaries are also substantial, ranging from \$45K to \$100K per year depending on the field and career. There is so much potential for managing and leading in sports.

PROGRAM HIGHLIGHTS

Nelson University boasts some very successful alumni who have gone on to coach at the high school and college level, manage sport facilities, and be athletic directors and owners of sports clubs.

As you complete this program, you will:

- Experience how to integrate faith and biblical truth in multiple areas of sport management specifically: a biblical worldview, personal ethics, and integrity.
- Develop an understanding of how sports can be utilized in ministry and can be used in local and international missions efforts.
- Demonstrate strategic planning in budgeting, marketing, and promotions in athletics at the college and professional levels, and in public and recreational organizations
- Differentiate career paths in sport management and recognize the requirements and qualifications necessary for each profession
- Gain experience in a 120-hour internship in-house with our own athletic department, a top-tier NAIA program.
- Work 120 hours at a sports organization, gaining practical, real-world skills that prepare you for the marketplace.

Minors available include:

Accounting, Business Administration, Entrepreneurship, Marketing, Finance, Management, and Healthcare Administration.

Are you interested in obtaining an MBA degree?

The Accelerated MBA program is a viable option for this degree. If you are interested in applying, contact your department chair for more details.

Accreditation

SASCOC Accredited & IACBE Accredited Degree

PROGRAM REQUIREMENTS

GENERAL EDUCATION STUDIES 51 Hours

General Education: 14 hours

- COM 1143 Fundamentals of Speech Communication
- ENG 1113 Composition and Rhetoric I
- ENG 1123 Composition and Rhetoric II
- GES 1122 Strategies for Student Success
- 3 hours from the following:
 - ENG 2273 Introduction to Literature
 - ENG 2233 American Literature through the Civil War
 - ENG 2243 American Literature after the Civil War

Social/Behavioral Sciences: 9 hours

- GOV 2213 National and State Government
- HIS 1113 American History I
- PSY 1153 Introduction to Psychology

Natural Science/Mathematics: 6 hours

- MTH 1123 College Algebra
- KIN 2113 Human Anatomy and Physiology

Physical Education: 4 hours

- PED 2232 Wellness and Lifestyle
- 2 hours from Activity Courses PED 1101-2291

General Biblical Studies: 18 hours

- BIB 1223 The Church in Ministry and Mission
- BIB 2213 Bible Study
- REL 1133 Authentic Christianity
- REL 1173 Introduction to Biblical Literature
- THE 2113 Introduction to Theology and Apologetics
- THE 2333 Pentecostal Doctrine and History

MAJOR STUDIES: 63 Hours

Core Studies: 30 hours

- ACC 2213 Principles of Financial Accounting
- BUS 1123 Survey of Economics
- BUS 2253 Business Law I
- BUS 2523 Business Technology & Data Analytics
- BUS 3413 Statistics
- BUS 4113 Business Ethics
- BUS 4473 Strategy and Policy in Business
- FIN 2113 Principles of Finance
- MGT 2383 Management Communications
- MKT 2323 Principles of Marketing

Professional Development: 33 hours

- BSM 2113 Introduction to Sport Management
- BSM 3213 Sport Facility and Event Management
- BSM 3223 Sport Governance Leadership and Admin
- BSM 3523 Sport Marketing and Promotion
- BSM 4223 Sport Law and Ethics
- BSM 4323 Sport as Mission
- BSM 4911 Sport Management Internship I
- BSM 4932 Sport Management Internship II
- HRM 3113 Human Resources Management
- MKT 4353 Digital Marketing and Sales Strategies
- PED 2123 Coaching Theory
- PED 3173 Management in Health and Sport

MINOR STUDIES/GENERAL ELECTIVES: 6 Hours

- 6 hours of student's choice

TOTAL PROGRAM REQUIREMENTS 120 Hours