

Bachelor of Science - Sport Management

Course	Course Title	SPMGB1	SPMGB2	SPMGB3	SPMGB4	SPMGB5	SPMGB6	SPMGB7	SPMGB8	SPMGB9	ILO1	ILO2	ILO3	ILO4	ILO5
ACCT 215	Financial Accounting					X					X	X			X
MGMT 312	Principles of Management			X							X	X		X	X
FINA 301	Principles of Finance					X					X	X			X
MKTG 300	Marketing		X								X	X			X
BSAD 220	Business Law						X				X	X		X	X
EXS 203	Contemporary Issues in Sport			X		X		X	X		X	X	X	X	X
SPM 207	Principles of Sport Management	X	X			X			X	X	X	X	X	X	X
SPM 320	Sports Communication and Public Relations	X	X	X		X					X	X			X
SPM 430	Sales, Sponsorship and Revenue in Sport	X				X					X	X			X
SPM 450	Principles of Sport Administration				X	X	X				X	X		X	X
SPM 423	Sport Facility and Event Management	X				X					X	X			X
SPM 306	Sports Marketing		X								X	X			X
SPM 470	Leadership in Sport				X						X	X		X	X
SPM 491	Sports Studies Capstone	X	X	X	X	X	X	X	X	X	X	X	X	X	X
SPM 351	Sports Law						X				X	X		X	X

Institution Learning Outcomes

- ILO1 Communication: Communicate professionally using a variety of modalities (written, spoken, and technological).
- ILO2 Critical Thinking: Analyze and evaluate information to make reasoned arguments and solve problems.
- ILO3 Civic & Global Engagement: Integrate knowledge and skills to engage with and respond to social, environmental, and economic challenges at local, national, and global levels.
- ILO4 Ethics: Analyze and evaluate complex issues and situations to make informed ethical decisions.
- ILO5 Disciplinary Expertise

Program Learning Outcomes

- SPMGB1 Explain the disciplines and sub-disciplines within the sport management industry.
- SPMGB2 Apply important marketing concepts to the sport industry.
- SPMGB3 Apply critical thinking skills in analyzing sport management challenges that exist within the government, for-profit, and not-for-profit sectors and educational sport settings.
- SPMGB4 Apply leadership principles and theories for effective and ethical leadership in sport.
- SPMGB5 Explain important principles of event, financial, human resource, and strategic management in sport.
- SPMGB6 Apply important legal concepts related to the sport industry.
- SPMGB7 Evaluate the role of sport governance agencies.
- SPMGB8 Analyze the scope and impact of sport in society.
- SPMGB9 Evaluate socio-cultural, ethical, and diversity issues in the sport industry.