

Sport Management Program Curriculum Map

	SPM3004 Introductory to Contemporary Sport Management	SPM3115 Org/Man and Leadership in Sport	SPM3306 Sport Marketing	SPM 3403 Sport Media	SPM3104 Sport Facility and Event Management	SPM4012 Sociology of Sport	SPM4604 Governance in Sport	SPM4723 Sport Law and Risk Management	SPM4503 Economic Issues in Sport	SPM4505 Principles & Issues of Sport Finance	SPM4003 Sport Management Careers Seminar	SPM4945 Senior Capstone Exp.
Content												
Connect the fundamental principles of the sport management to various sport management practices	x								x	x		x
Describe key functions of management, marketing, finance, communication, and law to sport management and their applications in a practical environment	x		x		x	x		x				x
Recognize issues of globalization and governance that occur in sport							x		x			
Identify professional and career opportunities in the sport industry	x										x	x
Critical Thinking												
Employ basic qualitative and quantitative research skills to assess current issues in sport management practice			x		x				x			
Utilize appropriate information to assist in decision-making and to solve problems in an ethical context		x				x	x					x
Communication												
Author clear and effective written communication products appropriate for sport business				x	x		x					x
Create and deliver effective oral presentations appropriate for sport business			x	x				x			x	
Integrity/Values												
Identify ethical dilemmas encountered in sport management	x	x		x		x	x	x				x

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and apply personal and professional principles of “good practice”												
Demonstrate sensitivity and engage in respectful behavior with respect to individual differences, including ethnicity, culture, gender, age, race, sexual orientation, physical differences, and religion						x						x
Project Management												
Collaborate effectively with team members and representatives of related agencies			x	x								
Create and implement work projects using specific criteria within given time constraints and work conditions			x	x								x
Apply appropriate technology to analyze and interpret relevant data to assess the success of a project in a sport business and professional environment			x						x			x