

# Sport and Recreation Management (BS)

## SPORT AND RECREATION MANAGEMENT (SRM): PROGRAM II

Total Required Hours 48 (27 Foundation, 12 Concentration, 9 Field Experience)

SRM:1060	Contemporary Issues in Sports	3 s.h.
SRM:3175	Sales in Sport	3 s.h.
SRM:3178	Communications and PR in Sport	3 s.h.
SRM:3157	Managerial Operations in Sport and Recreation	3 s.h.

**MUST have completed 30 SH PRIOR to taking the following courses**

SRM:3151	Liability in Sport and Recreation	3 s.h.
SRM:3152	Sport and Recreation Facility Management	3 s.h.
SRM:3153	Sport Business Practices	3 s.h.
SRM:3158	Sport and Recreation Promotion	3 s.h.
SRM:3172	Finance in Sport & Recreation	3 s.h.
	<b>Total Foundation Hours</b>	<b>27 s.h.</b>

## FIELD EXPERIENCE

Complete 9 semester hours of practicum or internship

**Field Experience: Any combinations for a total of 9 semester hours**

SRM:4196	Internship	3-9 s.h.
SRM:4197	Sport and Recreation Business Practicum	1,2,3 s.h.
	<b>Total Required Field Experience Hours</b>	<b>9 s.h.</b>

## SPORT AND RECREATION MANAGEMENT: CONCENTRATION AREAS

Students must complete 12 semester hours in one of seven concentration areas.

### BUSINESS STUDIES

SRM:3300	Writing for Sport and Recreation Managers	3 s.h.
RHET:2085	Speaking Skills <i>Requires completion of General Education rhetoric requirement prior to taking</i>	3 s.h.
SRM:3176	Sports Analytics for Decision Makers	3 s.h.
SRM:2065	The Experience Economy	3 s.h.
SRM:4198	NCAA Rules Compliance and Enforcement	3 s.h.
ACCT:2100	Introduction to Financial Accounting (Req: 30 hrs)	3 s.h.
ACCT:2200	Managerial Accounting <i>Prerequisites: ACTG:2100, 06E:001 ECON:1100, and MATH:1380</i>	3 s.h.
ECON:1100	Principles of Microeconomics	4 s.h.
ECON:1200	Principles of Macroeconomics	4 s.h.
ECON:3690	Sports Economics <i>Prerequisites: ECON:1100 and ECON:1200</i>	3 s.h.
FIN:3000	Introductory Financial Management <i>Prerequisites: ACTG:2200, ECON:1100, and ECON:1200 (Req: 60 s.h.)</i>	3 s.h.
MGMT:2000	Introduction to Law (Req: 30 hrs)	3 s.h.
MGMT:2100	Introduction to Management (Req: 30 hrs)	3 s.h.
MSCI:1500	Business Computing Essentials	2 s.h.
CNW:3640	Writing for Business and Industry	3 s.h.

### COACHING AND SPORT INSTRUCTION

RHET:2085	Speaking Skills <i>Requires completion of General Education rhetoric requirement prior to taking</i>	3 s.h.
SRM:3300	Writing for Sport and Recreation Managers	3 s.h.
SRM:3176	Sports Analytics for Decision Makers	3 s.h.
SRM:3149	Coaching Interscholastic Athletics	3 s.h.
SRM:4198	NCAA Rules Compliance and Enforcement.	3 s.h.
HHP:2200	Physical Activity and Health	3 s.h.
HHP:2130	Human Development Through the Life Span	3 s.h.
HHP:1100	Human Anatomy	3 s.h.
ATEP:1000	First Aid and CPR	2 s.h.
ATEP:2030	Basic Athletic Training	3 s.h.
HHP:3300	Human Growth and Motor Development <i>Recommendation: prior course in anatomy, human physiology, or biology</i>	3 s.h.
HHP:3020	Nutrition in Health and Performance	3 s.h.

HHP:3400	Applied Exercise Physiology <i>Prerequisites: HHP:1300 or HHP:3500</i>	3 s.h.
EDTL:3131	Movement Education <i>Prerequisites: EDTL:3127</i>	2 s.h.
EDTL:3114	Parent-Child Relationships	3 s.h.

## COMMUNICATIONS PUBLIC RELATIONS/ JOURNALISM

RHET:2085	Speaking Skills <i>Requires completion of General Education rhetoric requirement prior to taking</i>	3 s.h.
SRM:3300	Writing for Sport and Recreation Managers	3 s.h.
JMC:3400	Specialized Reporting and Writing: <i>Sports Writing</i> <i>Prerequisites: JMC:1100, 1200, 2010 and 2020</i>	4 s.h.
JMC:3181	The Business of Sport Communication	3 s.h.
JMC:3182	Sport, Scandal, & Strategic Communication	3 s.h.
JMC:3135	New Media and the Future of Sport	3 s.h.
JMC:3190	Classics of Sports Journalism	3 s.h.
JMC:1500	Social Media Today	3 s.h.
JMC:1100	Media Uses and Effects	3 s.h.
JMC:1200	Media History and Culture	3 s.h.
JMC:2200	Communication and Public Relations	3 s.h.
JMC:3412	Strategic Communication Writing <i>Prerequisites: JMC:1100, 1200, 2010 and 2020</i>	4 s.h.

## ENTREPRENEURSHIP

ECON:3690	Sports Economics <i>Prerequisites: ECON:1100 and ECON:1200</i>	3 s.h.
ENTR:1350	Foundations in Entrepreneurship	2 s.h.
ENTR:2000	Entrepreneurship and Innovation <i>Coreq: ENTR:1350</i>	3 s.h.
ENTR:3100	Entrepreneurial Finance <i>Prerequisites: ENTR:2000 or ENTR:3520 or MGMT:3100</i>	3 s.h.
ENTR:3200	Entrepreneurial Marketing <i>Prerequisites: ENTR:2000 or ENTR:3520 or MGMT:3100</i>	3 s.h.
ENTR:3595	Nonprofit Organizational Effectiveness I	3 s.h.
ENTR:3300	Legal Aspects of Entrepreneurship <i>Prerequisites: ENTR:2000 or ENTR:3520 or MGMT:3100</i>	3 s.h.
ENTR:3400	Strategic Management of Technology and Innovation <i>Prerequisites: ENTR:2000 or ENTR:3520 or MGMT:3100</i>	3 s.h.
ENTR:3500	Social Entrepreneurship <i>Prerequisites: ENTR:2000 or ENTR:3520 or MGMT:3100</i>	3 s.h.
ENTR:3600	E-Commerce Strategies for Entrepreneurs <i>Prerequisites: ENTR:2000 or ENTR:3520 or MGMT:3100</i>	3 s.h.
ENTR:4400	Managing the Growth Business <i>Prerequisites: ENTR:2000 or ENTR:3520 or MGMT:3100; (Req: 75 hrs)</i>	3 s.h.

ENTR:4450	Professional Sports Management <i>Prerequisites: ENTR:2000 or ENTR:3520 or MGMT:3100</i>	3 s.h.
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## EVENT MANAGEMENT

### Courses required for concentration area:

SRM:3154	Foundations of Event Management	3 s.h.
SRM:3147	Sport Event Management	3 s.h.
<b>At least 6 s.h. from these:</b>		
RHET:2085	Speaking Skills <i>Requires completion of General Education rhetoric requirement prior to taking</i>	3 s.h.
SRM:2065	The Experience Economy	3 s.h.
SRM:3300	Writing for Sport and Recreation Managers	3 s.h.
ENTR:1350	Foundations in Entrepreneurship	2 s.h.
ENTR:2000	Entrepreneurship and Innovation <i>Coreq: ENTR:1000</i>	3 s.h.
ENTR:3500	Social Entrepreneurship <i>Prerequisites: ENTR:2000 or ENTR:3520 or MGMT:3100</i>	3 s.h.
ENTR:3600	E-Commerce Strategies for Entrepreneurs <i>Prerequisites: ENTR:2000 or ENTR:3520 or MGMT:3100</i>	3 s.h.
ENTR:4450	Professional Sports Management <i>Prerequisites: ENTR:2000 or ENTR:3520 or MGMT:3100</i>	3 s.h.
JMC:1500	Social Media Today	3 s.h.
BUS:3800	Business Writing	3 s.h.

## SPORT AND DIVERSITY

RHET:2085	Speaking Skills <i>Requires completion of General Education rhetoric requirement prior to taking</i>	3 s.h.
SRM:3300	Writing for Sport and Recreation Managers	3 s.h.
TR:1070	Perspectives on Leisure and Play	3 s.h.
SRM:1072	Leisure and the Liberal Arts	3 s.h.
SRM:1040	The Good Society	3 s.h.
HHP:2500	Psychological Aspects of Sport and Physical Activity	3 s.h.
SPST:1074	Inequality in American Sport	3 s.h.
AFAM:1030	Introduction to African American Society	3 s.h.
AFAM:3925	African Americans and the Media	3 s.h.
COMM:4143	Classical Rhetoric and Greek Culture <i>Requirement: g.p.a. of at least 2.50, completion of Foundations of Communication requirement, and 6 s.h. of intermediate-level course work</i>	3 s.h.
HIST:1040	Perspectives: Diversity in American History	3 s.h.
JMC:1200	Media History and Culture	3 s.h.
JMC:3125	Media and Consumers	3 s.h.
RELS:2700	Sacred World of Native Americans	3 s.h.

SPAN:2700	Introduction to Latin American Studies	3 s.h.
COMM:1174	Media and Society	3 s.h.
ANTH:1401	Language, Culture, and Communication	3 s.h.
CLSA:1875	Ancient Sports and Leisure	3 s.h.
	<i>Prerequisites: PSY:2701</i>	
	<i>Requirement: grade of C- or higher in PSY:2810, and grade of C- or higher in PSY:2701 or PSY:2301 or PSY:2501</i>	

## **SELF-STUDY**

Self-defined emphasis areas may be declared in consultation with academic advisor by submitting a two-page proposal to the Sport and Recreation Management committee. The proposal provides a description and rationale for the self-defined emphasis area.