

SPORT MANAGEMENT

A Bachelor of Science in Sport Management enables students to ethically apply the fundamental concepts of management, marketing, finance, and law to sport organizations. Coursework prepares students for a range of opportunities in the sport industry, including positions with professional, collegiate, and amateur sport organizations.

About this Program

- **College:** Health and Human Performance (<http://catalog.ufl.edu/UGRD/colleges-schools/UGHHU/>)
- **Degree:** Bachelor of Science in Sport Management
- **Credits for Degree:** 120

To graduate with this major, students must complete all university, college, and major requirements.

Department Information

The Department of Sport Management (SPM) studies the impact of professional and amateur sports on the personal, social, economic, environmental, and resource infrastructures of society. SPM's goal is to improve the overall quality of life by learning and teaching what leads individuals, families, and industry to value and benefit from sports.

Website (<http://hhp.ufl.edu/about/departments/spm/>)

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Curriculum

- Combination Degrees
- Sport and Entertainment Law and Risk Management Certificate
- Sport Management
- Sport Management Certificate
- Sport Management UF Online

The acquisition of knowledge regarding the internal and external factors that influence sport in society enables students to use accepted techniques of discovery and critical thinking to solve problems, evaluate opinions and determine outcomes within the sport management area.

To earn a Bachelor of Science in Sport Management, a student must successfully complete 120 credits of prescribed coursework. Professional core courses, related option courses and specialization electives are taken during your last two years of work.

As part of the degree program, students must complete either an approved 12-credit internship or opt for the non-internship option. The 12-credit internship is an approved 12-week internship that takes place in a full semester of the student's choice, after the student has earned at least 60 credit hours. Students who declare the non-internship option can replace the 12-credit internship with 12 credits of non-internship pre-approved SPM courses. Students should consult the internship coordinator or an academic advisor for more information.

Critical Tracking

Critical Tracking records each student's progress in courses that are required for progress toward each major. Please note the critical-tracking requirements below are on a per-semester basis.

Equivalent critical-tracking courses as determined by the State of Florida Common Course Prerequisites (<https://cpm.flvc.org/advance-search/>) may be used for transfer students.

Semester 1

- Complete 2 of 6 critical-tracking courses: ECO 2013 or ECO 2023, MAC 1105, MAR 3023, MAN 3025, PSY 2012 and STA 2023
- 2.2 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 2

- Complete 2 additional critical-tracking course
- 2.2 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 3

- Complete 1 additional critical-tracking course
- 2.2 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 4

- Complete all 6 critical-tracking course
- 2.2 GPA required for all critical-tracking courses
- 2.0 UF GPA required

Semester 5

- Complete a minimum of 2 SPM courses at the 3000 or 4000 level
- 2.0 UF GPA required

Semester 6

- Complete a minimum of 2 SPM courses at the 3000 or 4000 level
- 2.0 UF GPA required

Semester 7

- Complete a minimum of 2 SPM courses at the 3000 or 4000 level
- 2.0 UF GPA required

Semester 8

- Complete remaining SPM courses
- 2.0 UF GPA required

Model Semester Plan

To remain on track, students must complete the appropriate critical-tracking courses, which appear in bold. These courses must be completed by the terms as listed above in the Critical Tracking criteria.

This semester plan represents an example progression through the major. Actual courses and course order may be different depending on the student's academic record and scheduling availability of courses. Prerequisites still apply.

Course	Title	Credits
Semester One		
Quest 1 (Gen Ed Humanities)		3
MAC 1105	Basic College Algebra (Critical Tracking ; or higher; State Core Gen Ed Mathematics)	3
PSY 2012	General Psychology (Critical Tracking ; State Core Gen Ed Social and Behavioral Sciences)	3
State Core Gen Ed Biological or Physical Sciences (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)		3
Gen Ed Composition; Writing Requirement		3
Credits		15
Semester Two		
Quest 2 (Gen Ed Biological and Physical Sciences)		3
Select one:		4
ECO 2013	Principles of Macroeconomics (Critical Tracking)	
ECO 2023	Principles of Microeconomics (Gen Ed Social and Behavioral Sciences)	
STA 2023	Introduction to Statistics 1 (Critical Tracking ; Gen Ed Mathematics)	3
State Core Gen Ed Composition (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext); Writing Requirement		3
Gen Ed Humanities International		3
Credits		16

Semester Three

MAN 3025	Principles of Management (Critical Tracking)	4
SPC 2608 or AEC 3030C	Introduction to Public Speaking or Effective Oral Communication	3
SPM 2000	Introduction to Sport Management	3
Elective (Writing Requirement)		6
Credits		16

Semester Four

EME 2040 or CGS 2531	Introduction to Educational Technology or Problem Solving Using Computer Software	3
MAR 3023	Principles of Marketing (Critical Tracking)	4
SPM 2060	Sport Career Preparation	1
SPM 3012	Social Issues in Sport	3
State Core Gen Ed Humanities (http://catalog.ufl.edu/UGRD/academic-programs/general-education/#genedcoursestext)		3
Credits		14

Semester Five

ACG 2021	Introduction to Financial Accounting (Critical Tracking)	4
SPM 4104	Sport Operations and Facility Management (Critical Tracking)	3
SPM 4510	Revenue Generation in Sport (Critical Tracking)	3
Approved Elective		3
Elective (Writing Requirement)		4
Credits		17

Semester Six

SPM 4515	Sport Business and Finance (Critical Tracking)	3
SPM 4723	Legal Issues in Sport (Critical Tracking)	3
Approved Electives		10
Credits		16

Semester Seven

SPM 3306	Sport Marketing (Critical Tracking)	3
SPM 4154	Managing Organizations in Sport	3
SPM 4724	Risk Management in Live Entertainment and Sports (Critical Tracking)	3
SPM 4940	Advanced Career Preparation	2
Approved Elective		3
Credits		14

Semester Eight

Select one:		12
SPM 4941C	Internship in Sport Management (Critical Tracking)	
Non-Internship pre-approved SPM course electives over semesters 5-8 (Critical tracking)		
Credits		12
Total Credits		120

Academic Learning Compact

The Bachelor of Science in Sport Management enables students to apply the fundamental concepts of management, marketing, finance and law to sport organizations. The acquisition of knowledge regarding the internal and external factors that influence sport in society enables students to use accepted techniques of discovery and critical thinking to solve problems, evaluate opinions and determine outcomes within sport management. They will also be able to use qualitative and quantitative analysis to assess problems and to determine solutions for sport organizations, effectively communicating these assessments in speech and in writing to internal and external constituencies.

Before Graduating Students Must

- Practically demonstrate an understanding of the critical skills needed in the planning and delivery of sport management programs, as well as successfully completing an internship experience, as assessed by the site supervisor and internship coordinator or non-internship option, as assessed by the faculty and academic advisors.
- Complete requirements for the baccalaureate degree, as determined by faculty.

Students in the Major Will Learn to

Student Learning Outcomes | SLOs

Content

1. Apply sport management concepts and theories for managing sport settings.
2. Identify and explain the internal and external factors that influence and shape sport in society.
3. Apply management functions to sport business settings.
4. Explain and evaluate fundamental legal concepts including but not limited to relevant to tort, contract, and constitutional law in sport management settings.

Critical Thinking

5. Apply techniques of discovery and critical thinking to solve problems independently and collaboratively within sport management settings.

Communication

6. Develop oral, written, and digital communication skills for effective sport business presentations and documents.

Curriculum Map

I = Introduced; R = Reinforced; A = Assessed

Courses	SLO 1	SLO 2	SLO 3	SLO 4	SLO 5	SLO 6
SPM 2000	I	I	I	I	I	I
SPM 3012	R	R, A	R		R	R
SPM 3306	R	R	R		R	R
SPM 4154	R	R	R, A		R	R
SPM 4515	R		R		R	R
SPM 4723	R			R, A	R	R
SPM 4940	A				A	A

Assessment Types

- Assignments
 - Final project/course grades
 - Supervisor internship evaluation and feedback
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