

## **Purpose of the Sport Management Program**

The curriculum provides the student with academic preparation and practical training in sport settings. Sport management graduates may find employment in a wide variety of careers such as; professional sport or collegiate administration, corporate administrator of sporting events, business management, fundraising administration, sport facility management, account executive for professional teams, sales representatives for sporting goods companies, marketing director with professional or intercollegiate athletics departments, conference office administration, athletic conference administration, and public/community or media relations with professional teams.

## **Program Set-Up**

The classes that make up the sport management curriculum include a combination of classes in business and sport. Examples of classes are:

### *Business Classes Include:*

- Accounting
- Management
- Marketing
- Economics

### *Sport Management Classes Include:*

- History and Philosophy of Sport
- Ethics in Sport
- Sociology of Sport
- Sport Marketing
- Media and Public Relations in Sport
- Sport Law
- Global Sport
- Sport Governance
- Sport Finance
- Sport Facility Management
- Leadership in Sport

## **Goal of the Sport Management Program**

The LCN Sport Management program will prepare students for a competitive career combining sport and business. Sport is a dynamic job market and continues to evolve and change. This program is designed to help students identify their job market of choice by focusing on developing a variety of skills:

- Academics
- Technological Skills
- Professional Networking
- Real World Experiences (Internship)

## **What can you expect in sport management classes?**

Sport management classes are set up to meet the needs of a variety of learners that develop a variety of skills. As part of your classes you can expect the following:

- Presentations
- Written Assignments
- Group Learning Assignments
- Practical Training or Real-World Experience
- Self-Directed Research
- Senior Internship

**PROGRAM LEARNING OUTCOMES: Upon completion of the *Bachelor of Science in Sport Management*, students will be able to (2010-2011 Catalog):**

1. Socio-Cultural: demonstrate an understanding that sport is a microcosm of society influenced by cultural traditions, social values, and psychosocial experiences -- and that sport managers are immersed in the socio-cultural milieu with sport as the focus.
2. Management and Leadership: demonstrate an understanding of the concepts of management and leadership by describing various skills, roles, and functions of sport managers as well as applicable leadership theories as they may apply to sport settings and challenges.
3. Ethics: analyze moral and ethical issues related to sport and develop a personal philosophy that governs leadership decisions and social responsibility in sport management settings.
4. Marketing: apply fundamental marketing concepts to the sport industry so that an understanding of the unique nature of the sport product and consumer markets exists.
5. Communication: demonstrate an understanding of the principles of interpersonal and mass communication and demonstrate understanding of the interaction with internal and external sport publics.
6. Budget and Finance: demonstrate an understanding of budget and finance as critical components of all sport settings and industries by analyzing financial control methods and principles.
7. Legal Aspects: demonstrate an understanding of legal concepts in areas that graduates are most likely to encounter within sport settings.
8. Economics: demonstrate an understanding of sport economic principles as they fit into the national economy and demonstrate an understanding that sport economics are shaped by external influences.
9. Governance: demonstrate an understanding of the various agencies that govern sport by identifying their authority, organizational structure, and functions.