

2021-22 ACADEMIC CATALOG



Midway University Course Catalog - Sport Management

Table of Contents

Midway University.....	
Course Catalog - Sport Management.....	
Sport Management.....	2
Bachelor of Science in Sport Management - Bachelor of Science in Sport Management.....	2
Student Learning Outcomes of Program.....	3
Requirements.....	3
Sport Management Minor - Sport Management Minor.....	4
Requirements.....	4

Sport Management

Bachelor of Science in Sport Management - Bachelor of Science in Sport Management

Type:Major

The Bachelor of Science in Sport Management at Midway University is committed to providing a positive learning environment where students cultivate their passion for the sport and management professions. The Sport Management curriculum allows students to combine their passion for sport with a well-developed understanding of the business enterprise. A degree in Sport Management allows students to receive the educational foundation and the practical experience necessary to gain access to a career in this competitive industry.

The sport management educational trajectory allows students to explore:

- Foundations (Management, Governance & Policy, Global Sport, Psychology, Socio-cultural Dimensions)
- Operational Functions (Marketing, Communications, Finance, Events, Facilities, Management & Leadership)
- Environment (Legal Aspects, Ethical Aspects, Diversity, Technology)
- Career Development (Internship, Experiential Learning)

The potential job market for graduating students may include, but is not limited to, positions in university athletic departments, interscholastic athletics, professional sport organizations, sport

governing bodies, non-profit sports organizations, event and facility management, sales, sport marketing, promotions, sporting goods industry, sport media, and parks, recreation and tourism departments.

Student Learning Outcomes of Program

- Develop foundational decision-making and management skills for planning, organizing, leading, and evaluating.
- Integrate people, processes, and resources to strategically plan and achieve organizational goals with a strong commitment to diversity.
- Describe, explain, and apply functional sport management concepts and relationships in areas such as marketing, communications, finance, events, facilities, management, and leadership across all sectors of society.
- Understand the sport environment by selecting and utilizing appropriate quantitative and qualitative resources to acquire, analyze and synthesize data for operational purposes.
- Communicate clearly and concisely, verbally and in writing.

Requirements

Major Requirements

Introduction to Sport Management Theory and Practice - 3 hours

Sociocultural Dimensions in Sport - 3 hours

Psychology of Sport - 3 hours

Communication in Sport - 3 hours

Financial Applications in Sport - 3 hours

Legal Issues in Sport - 3 hours

Management and Leadership in Sport - 3 hours

Sport Marketing - 3 hours

Sport Marketing - 3 hours

Facility Management and Design - 3 hours

Managing Sport Events - 3 hours

Internship - 3 hours

Principles of Management - 3 hours

Principles of Marketing - 3 hours

General Education Hours - 34-40

Elective Hours - 38-47

Total Hours to Complete - 120

Sport Management Minor - Sport Management Minor

Type:Minor

The minor in Sport Management requires 18 credit hours.

Requirements

Minor Requirements

Introduction to Sport Management Theory and Practice - 3 hours

Sociocultural Dimensions in Sport - 3 hours

Legal Issues in Sport - 3 hours

Management and Leadership in Sport - 3 hours

Choose any two courses from the following

Financial Applications in Sport - 3 hours

Sport Marketing - 3 hours

Facility Management and Design - 3 hours

Managing Sport Events - 3 hours

Elective Hours - 0

Total Hours to Complete - 18

`#{majorMinorDetails}`

Last updated: 09/02/2021

Midway University

512 E. Stephens Street, Midway, KY 40347

1.800.952.4122