

# SPORTS MANAGEMENT, AAS

An Associate of Applied Science in Sports Management offers students the opportunity to learn how to utilize business skills in the sports industry. The sports industry is a significant growth industry and career opportunities abound in areas like professional sports, amateur sports, consumer products, athletic and performance apparel/equipment companies, youth sports, government sponsored recreation facilities, and athletic administration. Students learn the fundamentals of how professional clubs oversee their business, the components of event management, finance and budget strategies, marketing, and initiating promotional campaigns. Students also explore issues in media sports coverage and principles of ethics and law in business. The program level objectives for students completing the AAS in Sports Management are as follows:

1. Demonstrate fundamental knowledge and application of business concepts with emphasis on the sports management industry
2. Identify and research a specific academic/career area of sports business management to focus their futures
3. Analyze current issues in sports business management, evaluate evidence and construct a written report, and deliver an oral presentation detailing the outcomes of the analysis
4. Develop a career plan to secure an appropriate, entry-level position relevant to their study or be eligible for bachelor-level study
5. Illustrate effective utilization of technology solutions relevant to employers

## Requirements

Code	Title	Credits
<b>Major-Related Courses</b>		
AC-161	Principles of Financial Accounting	3
AC-163	Principles of Managerial Accounting	3
MG-101	Introduction to Business	3
MG-201	Principles of Management	3
Major-Related Courses Subtotal		12
<b>Major Area Component Courses and Electives</b>		
MG-135	Introduction to Sports Management	3
MK-120	Principles of Sports Marketing	3
MG-229	Legal and Ethical Issues in Sports	3
Major Area Electives		9
Major Area Component Courses and Electives Sub-total		18
<b>General Education and Related Courses</b>		
EC-201	Macroeconomics	3
EN-111	College Writing and Critical Analysis	3
EN-121	Analytical Thinking, Writing & Research	3
EN-206	Professional Writing and Presentation	3
IT-118	Integrated Business Applications	3
LA-122	Fundamentals of Communication	3
or LA-205	Professional Communication	
MA-115	Quantitative Reasoning	3
Liberal Arts or Mathematics Electives		6
Open Elective		3

General Education and Related Courses Subtotal	30
<b>Total Credits</b>	<b>60</b>

## Recommended Sequence

Course	Title	Credits
<b>Semester 1</b>		
MG-101	Introduction to Business	3
MG-135	Introduction to Sports Management	3
EN-111	College Writing and Critical Analysis	3
IT-118	Integrated Business Applications	3
LA-122	Fundamentals of Communication	3
or LA-205	or Professional Communication	
<b>Credits</b>		<b>15</b>
<b>Semester 2</b>		
MG-201	Principles of Management	3
MK-120	Principles of Sports Marketing	3
AC-161	Principles of Financial Accounting	3
EN-121	Analytical Thinking, Writing & Research	3
MA-115	Quantitative Reasoning	3
<b>Credits</b>		<b>15</b>
<b>Semester 3</b>		
MG-229	Legal and Ethical Issues in Sports	3
MG-ELE	Business Elective	3
or MK-ELE	or Marketing Elective	
AC-163	Principles of Managerial Accounting	3
EN-206	Professional Writing and Presentation	3
LA-ELE	Liberal Arts Elective	3
or MA-ELE	or Math Elective	
<b>Credits</b>		<b>15</b>
<b>Semester 4</b>		
MG-ELE	Business Elective <sup>1</sup>	3
or MK-ELE	or Marketing Elective	
MG-ELE	Business Elective	3
or MK-ELE	or Marketing Elective	
EC-201	Macroeconomics	3
LA-ELE	Liberal Arts Elective (MA-120 strongly recommended)	3
or MA-ELE	or Math Elective	
Open Elective (IT-115 strongly recommended)		3
<b>Credits</b>		<b>15</b>
<b>Total Credits</b>		<b>60</b>

<sup>1</sup> MG-290 Business Administration Internship I strongly recommended