

SPORT MANAGEMENT MAJOR

Requirements

Degree Requirements

This major is available as a bachelor of arts or bachelor of science degree, as defined in the section on degree requirements (<http://catalog.linfield.edu/degrees-and-programs/undergraduate/ba-bs-bsn/>) for all majors in this catalog.

Due to overlap in content, students cannot earn a Sport Management major and also any other major that is housed in the School of Business (Accounting, Finance, Management, Marketing, and International Business) or an OCE major in Business Information Systems. The Management and Entrepreneurship minors are available for Sport Management majors.

Major Requirements

Code	Title	Credits
Required Core Courses		
BNAC 259	FINANCIAL AND MANAGERIAL ACCOUNTING I	4
BNSS 281	BUSINESS ANALYTICS	4
BNMG 310	ORGANIZATIONAL BEHAVIOR AND MANAGMENT	4
BNMK 321	MARKETING	4
BNSS 340	BUSINESS LAW I	4
BNFN 341	FINANCIAL MANAGEMENT	4
BNSM 350	THE MANAGEMENT OF SPORT	4
BNSM 451	SPORT MARKETING	4
BNSS 495	STRATEGIC MANAGEMENT	4
Proficiency Courses for Business Majors:		
MATH 140	INTRODUCTION TO STATISTICS (or above)	3
MATH 160	FINITE MATHEMATICS WITH CALCULUS (or above)	5
ECON 210	PRINCIPLES OF ECONOMICS	4
Required Experiential Learning Course ^{1,2}		
Select one of the following (minimum 3 credits):		3-10
BNSS 480	INDEPENDENT STUDY	
BNSS 485	SEMINAR	
BNSS 486	INTERDISCIPLINARY SEMINAR (ALSO LISTED AS IDST 486)	
ECON 480	INDEPENDENT STUDY	
ECON 487	INTERNSHIP	
HHPA 480	INDEPENDENT STUDY	
HHPA 490	SENIOR THESIS	
HHPA 487	INTERNSHIP	
JAMS 480	INDEPENDENT STUDY	
JAMS 487	INTERNSHIP	
PHIL 480	INDEPENDENT STUDY	
PHIL 490	RESEARCH/THESIS	
TACA 487	CAPSTONE INTERNSHIP	
Elective Courses ^{1,3}		
Select two of the following:		6-8
BNSM 450	INTRODUCTION TO SPORT LAW	
BNSM 457	TOPICS IN SPORT MANAGEMENT	

COMM 233	MULTICULTURAL COMMUNICATION IN THE UNITED STATES
COMM 340	PERSUASION AND SOCIAL INFLUENCE
ECON 321	ECONOMICS OF SPORTS
ECON 322	ECONOMICS OF COLLEGE SPORTS
ECON 323	TOPICS IN SPORTS ECONOMICS
HHPA 350	PSYCHOLOGICAL ASPECTS OF SPORT AND PHYSICAL ACTIVITY
HHPA 390	ORGANIZATION AND ADMINISTRATION OF PHYSICAL EDUCATION
HHPA 410	GENDER ISSUES IN EDUCATION & SPORT
HHPA 425	SPORT IN AMERICAN SOCIETY
JAMS 347	PRINCIPLES OF PUBLIC RELATIONS
JAMS 349	PRINCIPLES OF ADVERTISING
JAMS 360	TOPICS IN JOURNALISM AND MEDIA STUDIES
JAMS 370	PUBLIC RELATIONS WRITING
	or JAMS 375 REPORTING
PHIL/SOAN 210	SPORT, PHILOSOPHY AND SOCIETY (ALSO LISTED AS SOAN 210)
Total Credits	57-66

¹ To provide interdisciplinary breadth, a minimum of two courses from the Experiential Learning and Elective categories must be taken from outside the School of Business.

² The topic of the experiential learning course must be closely-related to Sport Management and be approved by the Sport Management (SMG) coordinator.

³ STRATEGIC MANAGEMENT (BNSS 495) and one-time courses offerings may be used to fill an elective requirement. For these courses, and COMM and JAMS courses, students must petition the SMG coordinator and provide a signed agreement between the student and the relevant course instructor stating that at least 1/3 of the course grade was devoted to sport or sport-related issues. The SMG coordinator must approve the petition before the Office of the Registrar will accept the elective credit.

Student Learning Outcomes

- Demonstrate an understanding of theories of marketing, management, and organizational behavior and how these theories are applied to sports enterprises;
- Identify the basic principles of economics and finance and apply them to the sport industry;
- Examine the social and cultural significance of sport in society;
- Analyze legal, ethical, and philosophical issues related to the field of sport management; and
- Demonstrate the ability to synthesize information and engage in strategic planning and decision making.