

Bachelor Of Science in Sport Management

Program Overview

In the multibillion-dollar business of sports, the demand for professionals who can navigate, lead, and staff various opportunities in sports and recreation is ever-growing. Our sport management degree equips you to meet this demand by combining comprehensive academics with hands-on experience and practical application.

As a sport management student at Manchester, you'll explore crucial areas like business, finance, legal matters, and event and facility management while developing valuable leadership skills. We take pride in our reputation as one of the top sport management schools in the United States, and our program ensures you gain the real-world expertise employers seek.

Our sport management students engage in diverse internships, working with major and minor league sports teams, Division I colleges and universities, the NCAA, sport and fitness facilities, sport sales, and sports information and media.

Degree Requirements

To earn this degree, students must have a GPA of 2.0 or higher in the Major as well as an overall GPA of 2.0, complete a minimum of 120 credit hours, and fulfill the course requirements of the program listed below.

*This is a sample plan; specific courses may vary from year to year. Academic advisors will work with each student to develop their individual schedule.

MAJOR	*Options
CORE	^CORE equivalent
ELECTIVE/MINOR	
EXPERIENTIAL	

Total Program Credits: 120+

	Major-Specific Required Courses	CREDITS
✓		
	ACCT 200 Foundations of Accounting	3
	BUS 111 Foundations of Business	3
	BUS 117 Principles and Practices in Sport Mgmt	3
	BUS 209 Introduction to Sales	3
	BUS 210 Business Data Analysis	3
	BUS 241 Social & Ethical Issues in Sport Mgmt	3
	BUS 250 Business Economics	3
	BUS 313 Business Law I	3
	BUS 363 Marketing and Sponsorship in Sport	3
	BUS 369 Event and Facility Management	3
	BUS 425 Strategic Management in Sport	3
	BUS 435 Internship	3
	BUS 474 Case Studies in Business	3
	FIN 120 Wealth Creation & Financial Stewardship	3
	FIN 333 Principles of Finance	3
	MATH 211 Quantitative Skills in Business	3
	Choose 1 of the following:	CREDITS
	BUS 231 Principles of Management	3
	BUS 234 Principles of Marketing	3
	Complete 1 course from the following:	CREDITS
	BUS 301 Promotion and Advertising	3
	BUS 450 Organizational Behavior	3
	BUS 454 Strategic Management	3
	BUS 453 Sales Management	3
	COMM 335 Advanced Public Relations	3

	CORE	CREDITS
✓	Foundation	
	LA-FWS First-Year Writing Seminar	3
	LA-FCS First-Year Communication Seminar	3
	LA-FQR Quantitative Reasoning	3-4
	LA-FSS First Year Success Seminar	1
	LA-FCG Cultural and Global Understanding	3-5
	Exploration	
	LA-EAH Arts and Humanities	3
	LA-ENS Natural Sciences	3-6
	LA-ESS Social Sciences	3-4
	Transformation	
	LA-TFR Faith, Reason, and Ethics	3
	LA-TBI Big Issues - 2 courses	6-7
	LA-TCE Creative Expression	1-3
	Additional credits to bring total to 120+ credits	CREDITS
✓	Electives	
	Experiential Learning	

Example Course Sequence:

The following is a sample of a semester-by-semester approach to completing this program in 4 years.

YEAR 1							
FIRST SEMESTER							
COURSE		CREDITS	PREREQUISITES				
FIN 120	Wealth Creation & Financial Stewardship	3					
BUS 111	Foundations of Business	3					
LA-FWS	First-Year Writing Seminar	3					
LA-FCS	First-Year Communication Seminar	3					
LA-FSS	First Year Success Seminar	1					
JAN TERM							
COURSE		CREDITS					
ELECTIVE/MINOR		3					
SECOND SEMESTER							
COURSE		CREDITS					
BUS 117	Principles and Practices in Sport Mgmt	3					
BUS 210	Business Data Analysis	3					
LA-FCG	Cultural and Global Understanding	3					
LA-EAH	Arts and Humanities	3					
ELECTIVE/MINOR		3					
		31					

YEAR 2							
THIRD SEMESTER							
COURSE		CREDITS	PREREQUISITES				
MATH 211^	Quantitative Skills in Business	3					
BUS 209	Introduction to Sales	3					
BUS 231*	Principles of Management	3	BUS 111				
LA-ENS	Natural Sciences	3					
ELECTIVE/MINOR		3					
JAN TERM							
COURSE		CREDITS					
ELECTIVE/MINOR		3					
FOURTH SEMESTER							
COURSE		CREDITS					
ACCT 200	Foundations of Accounting	3					
BUS 241	Social & Ethical Issues in Sport Mgmt	3					
BUS 250	Business Economics	3					
LA-ESS	Social Sciences	3					
		30					

4-Year Sample Schedule Cont.

YEAR 3			
FIFTH SEMESTER			
COURSE		CREDITS	PREREQUISITES
BUS 369	Event and Facility Management	3	BUS 111 or BUS 117
BUS 313	Business Law I	3	
LA-TFR	Faith, Reason, and Ethics	3	
LA-TBI	Big Issues - 2 courses	3	
EXPERIENTIAL		3	
JAN TERM			
COURSE		CREDITS	
BUS 435	Internship	3	
SIXTH SEMESTER			
COURSE		CREDITS	
BUS 363	Marketing and Sponsorship in Sport	3	
FIN 333	Principles of Finance	3	
Choice	BUS301, BUS450, BUS454, BUS453, or COMM335	3	
EXPERIENTIAL		3	
		30	

YEAR 4			
SEVENTH SEMESTER			
COURSE		CREDITS	PREREQUISITES
BUS 425	Strategic Management in Sport	3	BUS 117 and BUS 363
LA-TBI	Big Issues - 2 courses	3	
ELECTIVE/MINOR		3	
ELECTIVE/MINOR		3	
EXPERIENTIAL		3	
JAN TERM			
COURSE		CREDITS	
EXPERIENTIAL		3	
EIGHTH SEMESTER			
COURSE		CREDITS	
BUS 474	Case Studies in Business	3	BUS 111, BUS 313, and FIN 333
LA-TCE	Creative Expression	3	
ELECTIVE/MINOR		3	
EXPERIENTIAL		3	
		30	
	TOTAL CREDITS	121	