SPORTS MANAGEMENT SPECIALIZATION - ORGANIZATIONAL MANAGEMENT, BACHELOR OF APPLIED SCIENCE

Previous Degree Required: A.A./A.S.
Eligible for Financial Aid: Yes
Delivery Method(s): Hybrid, Online
Location(s): Cocoa, Melbourne, Palm Bay, Titusville, Online
Additional Limited Access Application Process Required: No
Program Testing Requirements:
Academic Community: BUSN Business
Program Code: OMBSSPMA
Classification of Instructional Programs (CIP) Code: 52.0299
Florida Department of Education CIP Code: 1105202991

Students can only select one major and one specialization. Students may receive a specific A.S./BAS degree only one time. Students may take courses from multiple specializations, however, the degree will be awarded only once.

Students in the Sports Management track will complete core business coursework relating to current topics in strategic management, customer relations, economics, human resources, accounting, the legal aspects of business, and organizational behavior and communication — plus focus on athletics-intensive business courses including sports finance, management and marketing and sports facilities management.

Visit the program page for more details and how to apply.

Specialization Requirements

Code	Title	Credit Hours
Associate Degree		
Complete Associate Degree		**60**
General Education or Technical Concentration		
General Education (for A.S. degree students) or Technical Concentration (for A.A. degree students)		**21**
Organizational Management - Core Courses		
ACG 3024	Accounting for Managers	3
BUL 3130	Legal, Ethical, and Social Aspects of Business	3
GEB 3213	Foundations of Managerial Communications	3
MAN 3240	Organizational Behavior	3
MAN 3303	Management and Leadership	3
MAN 4301	Human Resource Management	3
ECP 3530 or ECP 3703	Economics of Health and Healthcare Policy [1] Managerial Economics	3
FIN 3402 or QMB 3250	Financial Management [2] Quantitative Methods for Business Decisions	3
Sports Management Specialization		
SPM 3004	Introduction to Sports Management	3
SPM 3024	Issues in Sports	3
SPM 3104	Sports Facilities Management	3
SPM 3306	Sports Marketing	3
SPM 4505	Sports Finance	3
Total Credit Hours		**120**

1

Students in the Healthcare Management specialization should take ECP 3530 Economics of Health and Healthcare Policy.

2

Students in the banking and financial management specialization (OMBSBAFI) must take QMB 3250 from the business major courses because FIN 3402 is on the banking and financial management specialization required course list. Students in this specialization will be taking QMB 3250 AND FIN 3402 (as part of their specialization coursework).

Course	Title	Credit Hours
Term 1		
ACG 3024	Accounting for Managers	3
BUL 3130	Legal, Ethical, and Social Aspects of Business	3
SPM 3004	Introduction to Sports Management	3
SPM 3024	Issues in Sports	3
	Credit Hours	**12**
Term 2		
GEB 3213	Foundations of Managerial Communications	3
MAN 3240	Organizational Behavior	3
SPM 3104	Sports Facilities Management	3
SPM 3306	Sports Marketing	3
	Credit Hours	**12**
Term 3		
MAN 3303	Management and Leadership	3
MAN 4301	Human Resource Management	3
	Credit Hours	**6**
Term 4		
ECP 3530 or ECP 3703	Economics of Health and Healthcare Policy or Managerial Economics	3
FIN 3402 or QMB 3250	Financial Management or Quantitative Methods for Business Decisions	3
SPM 4505	Sports Finance	3
Technical Elective		3
	Credit Hours	**12**
Term 5		
Technical Electives		12
	Credit Hours	**12**
Term 6		
Technical Electives		6
	Credit Hours	**6**
	Total Credit Hours	**60**

Learning Outcomes: Sports Management Specialization

1. Assess the myriad challenges of organizing, leading and managing youth in the sports industry.
   - *Supports Core Ability: Think Critically and Solve Problems*
2. Evaluate the inherent impact on the global sports movement and potential job opportunities within the sports industry by the Olympic Games and other international sports organizations.
   - *Supports Core Ability: Think Critically and Solve Problems*
3. Determine and evaluate the required steps in the complex process of construction and development of recreational sports facilities and major sports complexes.
   - *Supports Core Ability: Think Critically and Solve Problems*
4. Evaluate sports marketing concepts including market segmentation, product differentiation, advertising, sales and promotional campaigns in the sports industry.
   - *Supports Core Ability: Think Critically and Solve Problems*
5. Analyze complex financial statements produced in the financial and management decision-making process.
   - *Supports Core Ability: Think Critically and Solve Problems*
6. Evaluate economic and financial impacts of spectator participation, and the potential impact of media, marketing, migration, and international sports on the sports industry.
   - *Supports Core Ability: Think Critically and Solve Problems*
7. Determine the core concepts of facilities management including the operational responsibilities of facilities managers in the sports industry.
   - *Supports Core Ability: Think Critically and Solve Problems*
8. Characterize the internal and external environment as it relates to marketing in the sports industry including the identification of the key characteristics of sports consumers.
   - *Supports Core Ability: Think Critically and Solve Problems*
9. Summarize the core financial concepts utilized in the sports industry and the importance of financial planning.
   - *Supports Core Ability: Think Critically and Solve Problems*
10. Apply ethical practices in a business environment.
    - *Supports Core Ability: Model Ethical and Civic Responsibility*
11. Demonstrate financial management, capital budgeting, and assets management skills expected of an organizational manager
    - *Supports Core Ability: Think Critically and Solve Problems*
12. Demonstrate written and oral presentation skills expected of an organizational manager.
    - *Supports Core Ability: Communicate Effectively*
13. Demonstrate knowledge of appraisal and evaluation techniques for employee performance and commitment within the organization.
    - *Supports Core Ability: Think Critically and Solve Problems*
14. Apply management and leadership theories and practice in program and resource management.
    - *Supports Core Ability: Process information*
15. Demonstrate the techniques leaders use to motivate and evaluate individuals and teams.
    - *Supports Core Ability: Work Cooperatively*