

SPORTS MANAGEMENT SPECIALIZATION - ORGANIZATIONAL MANAGEMENT, BACHELOR OF APPLIED SCIENCE

Program Code: OMBSSPMA

Meta-Major: BUSN

Location(s): Cocoa, Melbourne, Palm Bay, Titusville, Online

Delivery Method(s): Hybrid, Online

Previous Degree Required: Bachelors

Eligible for Financial Aid: Yes

Additional Limited Access Application Process Required: No

Program Testing Requirements:

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./B.A.S. degree only one time. While 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	Economics of Health and Healthcare Policy ¹	3
or ECP 3703	Managerial Economics	
FIN 3402	Financial Management ²	3
or QMB 3250	Quantitative Methods for Business Decisions	
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 Banking and Financial Management specialization only will take both courses (see OMBSBAFI specialization).

Learning Outcomes: Sports Management BAS

- Assess the myriad challenges of organizing, leading and managing youth in the sports industry.
 - Supports Core Ability: Think Critically and Solve Problems*
- 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*
- 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*
- 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*
- Analyze complex financial statements produced in the financial and management decision-making process.
 - Supports Core Ability: Think Critically and Solve Problems*
- 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*
- 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*
- 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*
- Summarize the core financial concepts utilized in the sports industry and the importance of financial planning.
 - Supports Core Ability: Think Critically and Solve Problems*