SPORT MANAGEMENT

Chair: Peter Koehneke  
Director: Shawn O’Rourke

INTRODUCTION

If you want to have a rewarding career in sports management, then get in the game at Canisius. The college’s undergraduate program in sports administration combines sports marketing, ethics, psychology and law with the business and economics knowledge that professional sports agencies crave in young candidates.

You’ll learn from experienced and practicing professionals in a city with a rich sports scene. Buffalo is home to two major professional teams: the Buffalo Bills and the Buffalo Sabres. The Buffalo Bisons are the Triple-A affiliate of the New York Mets and the Buffalo Bandits are a championship National Lacrosse League team.

Graduates of the program leave with the education and real-world experience needed to become players in intercollegiate athletics, amateur and professional sports, sports marketing and management, and recreation and non-profit community organizations. More information can be found at the Sports Management website (https://www.canisius.edu/academics/programs/sport-management) . (http://www.canisius.edu/sports-mgt)

QUALIFICATIONS

Students must maintain a 2.0 GPA in their major and a 2.0 overall average to graduate with a degree in Sport Management.

ADVICE

All students should have an advisor in the major and should contact the department directly to have an advisor assigned if they do not already have one. Major advisors are normally assigned in the sophomore year, but may be requested in the freshman year to supplement a student’s freshman advisor (their GRIF 101 facilitator). Meetings with academic advisors are required prior to students receiving their PIN for course registration each semester. All majors should work closely with their advisor in discussing career expectations, choosing their major electives, developing their entire academic program and planning their co-curricular or supplemental academic experiences.

DUAL MAJORS

Students who wish to expand their educational opportunities may decide to declare a dual major. The decision may be based on career goals or planned graduate studies. Before a student declares a dual major, it is important to meet with the appropriate academic departments for advisement. Some dual major combinations can be completed within the minimum 120 credit hour degree requirement, but in some cases additional coursework may be required. Students must complete the appropriate minor request form.

GENERAL EDUCATION REQUIREMENTS

All undergraduate students must complete either the Canisius Core Curriculum (http://catalog.canisius.edu/archive/2016-2017/undergraduate/academics/curricular-information/core-curriculum) or the All-College Honors Curriculum (http://catalog.canisius.edu/archive/2016-2017/undergraduate/academics/curricular-information/all-college-honors-program).

FREE ELECTIVES

Free electives are courses in addition to the Core Curriculum or Honors Curriculum and major requirements sufficient to reach the minimum of 120 credit hours required for graduation. Students may graduate with more but not less than 120 credit hours.

MAJOR REQUIREMENTS

Business Foundation Course Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 201</td>
<td>Financial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ACC 202</td>
<td>Managerial Accounting</td>
<td>3</td>
</tr>
<tr>
<td>ECO 101</td>
<td>Principles of Macroeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ECO 102</td>
<td>Principles of Microeconomics</td>
<td>3</td>
</tr>
<tr>
<td>ISB 101</td>
<td>Management Technology</td>
<td>3</td>
</tr>
<tr>
<td>MGT 101</td>
<td>Introduction to Management</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td><strong>Total Credits</strong></td>
<td><strong>18</strong></td>
</tr>
</tbody>
</table>

Sport Management Course Requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPMT 150</td>
<td>Introduction to Sport Management</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 230</td>
<td>Sport and Recreation Law</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 241</td>
<td>Practicum in Sport Management</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 245</td>
<td>Technology in Sport</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 302</td>
<td>Sport and Ethics</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 304</td>
<td>Sport, Culture and Society</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 320</td>
<td>Psychology of Sport</td>
<td>3</td>
</tr>
<tr>
<td>PED 351</td>
<td>Coaching Theory and Techniques</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 355</td>
<td>Sport Operation and Planning</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 412</td>
<td>Sport Marketing</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 420</td>
<td>Economics and Finance in Sport Industry</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 430</td>
<td>Sport Communications</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 440</td>
<td>Global Perspective in Sport</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 475</td>
<td>Sport Management Professional Development Seminar</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 480</td>
<td>Research Methods in Sport</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 490</td>
<td>Sport Management Internship</td>
<td>6</td>
</tr>
<tr>
<td></td>
<td><strong>Total Credits</strong></td>
<td><strong>51</strong></td>
</tr>
</tbody>
</table>

Arts & Sciences Course Requirements

This degree program also requires 60 hours of Arts & Sciences (non-business & non-education) courses.
RECOMMENDED SEMESTER SCHEDULE FOR MAJOR COURSE REQUIREMENTS

Freshman
Fall
SPMT 150
Spring
SPMT 230
Sophomore
Fall
SPMT 241
Spring
SPMT 245
ECO 101
ECO 102
MGT 101
Junior
Fall
SPMT 302
Spring
SPMT 320
SPMT 304
PED 351
ISB 101
SPMT 355
ACC 201
ACC 202
Senior
Fall
SPMT 412
Spring
SPMT 420
SPMT 455
SPMT 480
SPMT 430
SPMT 490
SPMT 440

LEARNING GOALS AND OBJECTIVES

Learning Goal 1 (Knowledge-Observed in Writing)
Candidates in the undergraduate Sport Management programs will demonstrate content and professional knowledge necessary for successful performance in their field.

Students will:
• Demonstrate an understanding of the common principles of sport management; sport leadership; sport operations management; event and venue management; and sport governance.
• Demonstrate an understanding of the principles of finance, and the economics of sport as they fit into national and international economies.

Learning Goal 2 (Knowledge – Observed Skills and Dispositions)
Candidates in the undergraduate Sport Management programs will demonstrate professional skills and dispositions necessary for successful performance in their field.

Students will:
• Demonstrate the ability to communicate with various public and professional audiences through written texts, oral discussions, and multimedia presentations.
• Demonstrate skill in the application of the basic principles of interpersonal and mass communications through interaction with internal and external sport publics.
• Demonstrate essential management and business related skills in the workplace.
• Demonstrate skillful operation of technology and assessment related tools that may be applied to various sport management settings.

Learning Goal 3 (Service)
Candidates in the undergraduate Sport Management programs will demonstrate willingness to use their skills to benefit and serve society. Within the contexts of their work, candidates promote authentic learning, social and emotional development, and a commitment to social justice in environments that foster respect for diversity and the dignity of all.

Students will:
• Demonstrate understanding of the critical social, psychological, and philosophical base issues of the sport environment.
• Demonstrate understanding of moral and ethical implications of sport policy and strategies.

Learning Goal 4 (Professionalism)
Candidates in the undergraduate Sport Management program will demonstrate self-reflection as a habit of mind, continuously assessing and refining their professional practice as they construct a rich repertoire of research-based knowledge, skills, and attitudes for effective performance ensuring that all students and/or clients have optimal opportunities to learn and grow.

Students will:
• Learn to ask challenging, probing questions and seek thorough, well-rounded answers.
• Act with integrity and fairness to ensure a professional system of accountability for every student’s academic and social success and will model principles of self-awareness, reflective practice, transparency, and ethical behavior.

Learning Goal 5 (Leadership)
Candidates in the undergraduate Sport Management programs will become adept at applying their acquired knowledge in the process of evaluating their own professional performance and decision-making with respect to its impact on students and/or clients, organizations, and wider community.

Students will:
• Demonstrate the ability to assume leadership roles in various professional settings and work effectively with diverse groups and organizations seeking to improve the performance of those they lead.
• Understand and can anticipate and assess emerging trends and initiatives in the sport environment.

Coaching Minor

SPMT 150 Introduction to Sport Management 3 Credits
Introduces the sport management profession. Primary focus is on the sport industry, including professional sport entertainment, amateur sport entertainment, for-profit sport participation, sport goods and sport services. Offered: fall.

SPMT 230 Sport and Recreation Law 3 Credits
The class will focus on the general principles of law as they apply to the today’s world of sport. Class discussions will be geared toward practical application and real life examples. Offered: spring.
SPMT 241 Practicum in Sport Management 3 Credits
A directed practicum experience in sport industry setting. Opportunities provide for students to develop knowledge, values and beginning practice skills appropriate for entry-level positions.
Offered: fall.

SPMT 245 Technology in Sport 3 Credits
This course is an introduction to technology in sport. The course is designed to provide students with experience in integrating technology into sport.
Offered: spring.

SPMT 302 Sport and Ethics 3 Credits
Will assist you in establishing a fundamental philosophy for sport in your life (both personal as well as professional). Questions that will be addressed in class are why you are/ want to be involved in sports in a professional capacity; what values drive your actions/decisions.
Fulfills College Core: Ethics
Offered: fall.

SPMT 304 Sport, Culture and Society 3 Credits
This course will focus upon important, enduring issues within the sociology of sport in addition to a few controversial issues currently under debate.
Offered: fall.

SPMT 320 Psychology of Sport 3 Credits
This course will review the major social/psychological theories utilized in current sport psychology research.
Fulfills College Core: Field 5 (Social Sciences)
Offered: spring.

SPMT 355 Sport Operation and Planning 3 Credits
This course is designed to provide learning experiences in the administrative tasks of planning new athletic facilities, renovating older facilities and maintaining existing sport facilities. Management principles and concepts as they affect facilities will also be examined.
Offered: spring.

SPMT 361 Guest Service Professional 3 Credits
This course provides guidelines and best practices for providing excellent customer service that will enable frontline associates and service staff in back-up and support roles to build, maintain, and increase a loyal customer base in professional sport.

SPMT 412 Sport Marketing 3 Credits
This course investigates principles and processes in sport marketing and sales. Focuses on research and development, sport promotion, sport sponsorship, advertising, merchandising, and distribution of sporting goods.
Offered: fall.

SPMT 420 Economics and Finance in Sport Industry 3 Credits
This course is a survey examination of principles of economics, budgeting, and finance as it applies to the sport industry.
Offered: spring.

SPMT 430 Sport Communications 3 Credits
This course provides a senior-level exploration of the role of sport communication in contemporary cultures.
Fulfills College Core: Oral Communication
Offered: fall.

SPMT 440 Global Perspective in Sport 3 Credits
Is an interdisciplinary examination of sport as a global phenomenon. Historical, cultural, economic, and governance perspectives are considered. Examine the global sporting experience from the 19th century to the present.
Fulfills College Core: Global Awareness
Offered: fall.

SPMT 455 Governance and Policy in Sport Organizations 3 Credits
This course is an examination of sport organizations focused on both professional and amateur governance structures and processes. The study of policy in educational, non-profit, professional and international sport venues will also be addressed.
Offered: fall.

SPMT 475 Sport Management Professional Development Seminar 3 Credits
To prepare the student for the process of seeking a job as well as being successful in a job in the sports management field. This is a seminar format in which students synthesize and apply theories, concepts, and practices in the leadership and management of sport organizations.
Offered: spring.

SPMT 480 Research Methods in Sport 3 Credits
Covers the development of empirical research designs for both practical and theoretical problems in sport management. Includes literature review of hypothesized relationships, and formulation of research proposals.
Fulfills College Core: Advance Writing-Intensive
Offered: spring.

SPMT 490 Sport Management Internship 3-6 Credits
This supervised professional experience provides a continuous and structured opportunity to apply principles and skills developed in the classroom to the solution of practical problems in a sport industry setting.
Offered: spring.

ACC 201 Financial Accounting 3 Credits
For Non-Accounting Majors. Introduction to accounting concepts for external financial reporting. Accounting theories and principles relative to asset and liability valuations, and income determination.
Offered: fall & spring.

ACC 202 Managerial Accounting 3 Credits
For Non-Accounting Majors. Introduction to accounting concepts for internal reporting and control. Cash budgeting, decision making, breakeven analysis, and performance evaluation.
Prerequisite: ACC 201.
Offered: fall & spring.

ECO 101 Principles of Macroeconomics 3 Credits
Explanation of market system through supply and demand analysis. Measurement of macroeconomic variables and development of economic models to analyze problems of unemployment, inflation and economic growth. Various fiscal and monetary policies will be discussed.
Fulfills College Core: Field 5 (Social Sciences)

ECO 102 Principles of Microeconomics 3 Credits
Explanation of how the market system operates in the context of limited resources. Emphasis on the manner in which consumers and firms determine what to produce, how to produce and for whom to produce.
Fulfills College Core: Field 5 (Social Sciences)

ISB 101 Management Technology 3 Credits
Introduction to information systems, hardware and software; information systems concepts in business; telecommunications; Ecommerce; enterprise systems; ethics, crime and security. Hands-on development of business applications.
Offered: every fall & spring.

MGT 101 Introduction to Management 3 Credits
Overview of the managerial functions and processes, including planning, organizing, leading and controlling, addressed from behavioral, economic, historical, and other perspectives.
Offered: fall & spring.