SPORT MANAGEMENT (BS)

Co-Chairs: Nicholas Lorgnier and Shawn O'Rourke
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 know-how 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.

Advisement

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. 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.

Double Majors

Students who wish to expand their educational opportunities may decide to
declare a double major. This decision may be based on career goals, planned
graduate studies, and/or other student interests. Before a student declares
a double major, it is important to meet with the appropriate academic
departments for advisement. In order to declare a double major, the
student must complete the appropriate double major request form and get
the signature of each department chairperson and the appropriate associate
dean.

Per college policy, each additional major requires a minimum of 15 credits that
do not apply to the student’s first or subsequent major. Some double major
combinations can be completed within the minimum 120 credit hour degree
requirement, but in other cases additional course work may be required. Please
note that students will receive only one degree, regardless of the number of
majors they complete.

Minors in Other Disciplines

Minors provide students the opportunity to pursue additional interests
but generally do not require as many courses as a major. Minors generally
range from five to eight required courses. To receive a minor, the student
must complete at least 9 credit hours of coursework distinct from their
other credentials (i.e., majors, other minors). The minors page (http://
catalog.canisius.edu/undergraduate/minors/) provides a complete list of
minors and provides links to each minor. Some minors and majors 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.

Curriculum

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All undergraduate students must complete either the Canisius Core
Curriculum (http://catalog.canisius.edu/undergraduate/academics/
curricular-information/core-curriculum/) or the All-College Honors
Curriculum (http://catalog.canisius.edu/undergraduate/academics/
curricular-information/all-college-honors-program/). Many schools refer
to their college-wide undergraduate requirements as “general education”
requirements. We believe that the core curriculum and the honors
curriculum are more than a series of required classes; they provide the basis
for a Jesuit education both with content and with required knowledge and
skills attributes that are central to our mission.

Free Electives

Students may graduate with a bachelor’s degree with more but not less
than 120 credit hours. Free electives are courses in addition to the Canisius
Core Curriculum or All-College Honors Curriculum and major requirements
sufficient to reach the minimum number of credits required for graduation.
The number of credits required to complete a bachelor’s degree may vary
depending on the student’s major(s) and minor(s).

Major Requirements

Business Foundation Course Requirements

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

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<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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<tbody>
<tr>
<td>SPMT 150</td>
<td>Introduction to Sport Management</td>
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</tr>
<tr>
<td>SPMT 230</td>
<td>Sport and Recreation Law</td>
<td>3</td>
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<tr>
<td>SPMT 241</td>
<td>Practicum in Sport Management</td>
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<td>SPMT 245</td>
<td>Technology in Sport</td>
<td>3</td>
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<tr>
<td>SPMT 302</td>
<td>Sport and Ethics</td>
<td>3</td>
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<tr>
<td>SPMT 304</td>
<td>Sport, Culture and Society</td>
<td>3</td>
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<tr>
<td>SPMT 320</td>
<td>Psychology of Sport</td>
<td>3</td>
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<tr>
<td>PED 351</td>
<td>Coaching Theory and Techniques</td>
<td>3</td>
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<tr>
<td>SPMT 355</td>
<td>Sport Operation and Planning</td>
<td>3</td>
</tr>
<tr>
<td>SPMT 412</td>
<td>Sport Marketing</td>
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SPMT 420  Economics and Finance in Sport Industry  3
SPMT 430  Sport Communications  3
SPMT 440  Global Perspective in Sport  3
SPMT 455  Governance and Policy in Sport Organizations  3
SPMT 475  Sport Management Professional Development Seminar  3
SPMT 480  Research Methods in Sport  3
SPMT 490  Sport Management Internship  6
Total Credits  54

Arts & Sciences Course Requirements
This degree program also requires 60 hours of Arts &Sciences (non-business & non-education) courses.

Roadmap
Recommended Semester Schedule for Major Course Requirements

Freshman
Fall
SPMT 150
Spring
SPMT 455
Sophomore
Fall
SPMT 241
Spring
SPMT 245
ECO 101
ECO 102
MGT 101

Junior
Fall
SPMT 302
SPMT 304
ISB 101
ACC 201
Spring
SPMT 320
PED 351
SPMT 355
ACC 202

Senior
Fall
SPMT 230
SPMT 412
SPMT 430
SPMT 440
Spring
SPMT 420
SPMT 475
SPMT 480
SPMT 490

Learning Goals & 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 work place.

• 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.

Courses

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Fulfills College Core:

- Field 5 (Social Sciences)
- Oral Communication
- Global Awareness
- Global Experiences
- Ethics
- Advanced Writing-Intensive

Offered:

- Fall
- Spring
- Fall
- Spring
- Fall
- Fall
- Fall
- Fall
- Fall
- Fall
- 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.