**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/](https://www.canisius.edu/academics/programs/sport-management/)). ([http://www.canisius.edu/sports-mgt/](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. The minors page ([http://catalog.canisius.edu/undergraduate/minors/](http://catalog.canisius.edu/undergraduate/minors/)) provides a complete list of minors and provides links to each minor. Some majors and minors 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**

**An Ignatian Foundation**

All undergraduate students must complete either the Canisius Core Curriculum ([http://catalog.canisius.edu/undergraduate/academics/curricular-information/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/](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>
</tr>
</thead>
<tbody>
<tr>
<td>ACC 201</td>
<td>Financial Accounting</td>
<td>3</td>
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<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><strong>Total Credits</strong></td>
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<td><strong>18</strong></td>
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**Sport Management Course Requirements**

<table>
<thead>
<tr>
<th>Code</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>
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<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>
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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  SPMT 455
Sophomore
Fall  SPMT 241  SPMT 245
       ECO 101  ECO 102
       MGT 101
Junior
Fall  SPMT 302  SPMT 320
       SPMT 304  PED 351
       ISB 101  SPMT 355
       ACC 201  ACC 202
Senior
Fall  SPMT 230  SPMT 420
       SPMT 412  SPMT 475
       SPMT 430  SPMT 480
       SPMT 440  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 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.

Students might be interested minors in other programs. Common minors for Sports Management majors include:

• Coaching Minor (http://catalog.canisius.edu/undergraduate/school-education-human-services/educator-preparation/physical-education-health/#minorstext)

Courses

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: Advanced 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.