

SPORT MANAGEMENT (BS)

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.

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 Major/Minor Declaration form. This form will be submitted electronically and reviewed and approved by each department chairperson as well as the appropriate associate dean.

Per university 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 unless completing the dual degree (<https://catalog.canisius.edu/undergraduate/academics/curricular-information/>) requirement including at least 150 undergraduate credit hours, regardless of the number of majors they complete. Both (all) majors appear on a student's transcript.

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 complete list of minors is available on the Canisius website (<https://www.canisius.edu/academics/programs/undergraduate/?type%5B%5D=17>) and in the catalog (<https://catalog.canisius.edu/undergraduate/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

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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

Code	Title	Credits
ACC 201	Financial Accounting	3
Choose one of the following:		3
ACC 202	Managerial Accounting	
MGT 360	Organizational Behavior	
MGT 364	Human Resources Management	
ECO 101	Principles of Macroeconomics	3
ECO 102	Principles of Microeconomics	3
ISB 101	Management Technology	3
MGT 101	Introduction to Management	3
Total Credits		18

Sport Management Course Requirements

Code	Title	Credits
SPMT 150	Introduction to Sport Management	3
SPMT 230	Sport and Recreation Law	3
SPMT 241	Practicum in Sport Management	3
SPMT 245	Technology in Sport	3
SPMT 302	Sport and Ethics	3
SPMT 304	Sport, Culture and Society	3
SPMT 320	Psychology of Sport	3
SPMT 351	Coaching Theory and Techniques for Sport Managers	3
SPMT 355	Sport Operation and Planning	3

SPMT 412	Sport Marketing	3
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	Spring
SPMT 150	SPMT 455

Sophomore

Fall	Spring
SPMT 241	SPMT 245
ECO 101	ECO 102

MGT 101

Junior

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

Senior

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

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 351 Coaching Theory and Techniques for Sport Managers 3 Credits

Coaching is a service activity, which can be experienced as a volunteer, as a paid part-time position or can lead to a full-time profession. The athletes we work with are children and young adults. Many participate at the 'house' league level, while others are involved with more competitive and elite programs. Winning is an important aspect of coaching, however providing a positive athletic experience is essential. Winning may take a secondary role to the development of fundamental skills in many situations. This course focuses upon the principles of effective coaching including the role of the coach, ethics and values clarification. The overriding theme examines the interpersonal strategies leading to a productive coach-athlete relationship.

Offered: every fall & 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.

Offered: occasionally.

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. Restricted to students in the Sport Management major only.

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.