

The Sport Management Major

Sport Management (SM) leads to a Kinesiology Bachelor of Arts degree and provides students with outstanding preparation for entry-level professional positions in sport industries. During the first and second year (level-one) students must complete a series of required courses, make significant progress toward an additional set of strongly recommended foundation courses, and take distribution courses. Overall, level-one students are expected to complete at least 55 credit hours during these two years.

Advancement to the second level of the program (years three and four) is competitive. Highest consideration will be given to those students who have successfully completed all required and recommended courses. Courses taken during years three and four provide students with a strong knowledge base in sport-industry related management, marketing, finance, and organizational behavior. In addition, students will have the opportunity to take advanced courses that focus on specialized issues related to the business of sport. Students are encouraged to apply the knowledge they gained in the classroom through field experiences or internships in sport industries.

Structure of Undergraduate Curriculum in Sport Management

Level One (years one and two)

During the first two-years students must take four required courses in Kinesiology (one of which counts toward their required distribution credits) and three required courses outside of Kinesiology (two of which count toward distribution credits). In addition, students are expected to make significant progress toward completion of four additional courses designed to build core skills needed in the field of sport management, all of which also count as distribution credits (i.e., part of the 36 credits required in the Humanities, Quantitative Reasoning/Natural Sciences, and Social Sciences). In sum, students are expected to complete a total of 55-60 credit hours over this two-year period.

Election of these courses does not guarantee or presume advancement to the Sport Management Second-Level Program.

Sample Program:

First Year – Fall Courses (Total of 14 credit hours)

- SM 101 (3 credits) - Public and Small Group Communication
- SM 111 (3 credits) - Historical and Sociological Aspects of Human Movement
- PSYCH 111 (4 credits) - Introduction to Psychology
- ENGLISH 125 (4 credits) - College Writing – *must earn a C or better*

First Year – Winter Courses (Total of 15 credit hours)

- MOVESCI 110 (3 credits) - Biological and Psychological Bases of Human Movement (NS)
- STATS 100 (4 credits) - Introduction to Statistical Reasoning

- Or STATS 350 (4 credits) - Introduction to Statistics & Data Analysis
- ENGLISH 225 (4 credits) - Argumentative Writing
- Humanities Distribution (4 credits)

Second Year – Fall Courses (Total of 16 credit hours)

- SM 203 (3 credits) – Introduction to Sport Management
- ECON 101 (4 credits) - Principles of Economics
- Humanities Distribution (4 credits)
- General Electives† (4 credits)

Second Year – Winter Courses (Total of 15 credit hours)

- ECON 102** (4 credits) - Principles of Economics
- ACC 471/271 (3 credits) - Principles of Accounting
- General Electives† (8 credits)

** indicates highly recommended courses in Level One

Below is a table that illustrates how Level One Required and Core Skills Courses fit into the 36 required distribution credits:

Humanities	Natural Science	Social Sciences
ENGLISH 225 (4 credits)	STATS 100 (4 credits)	PSYCH 111 (4 credits)
SM 101 (3 credits)	ACC 471/271 (3 credits)	ECON 101 (4 credits)
	<i>MOVESCI 110 (3 credits)</i>	
<i>additional 5 credits needed</i>	<i>additional 5 credits needed</i>	ECON 102 (4 credits)

Level Two (years three and four)

Advancement to the second-level of the Sport Management major is competitive. Students are required to apply to the program during their sophomore year between November 1st and February 1st. Advancement is based on a variety of factors, including completion of required and recommended courses, completion of core skill courses, academic record, demonstrated interest, cumulative GPA, and experience in the field of sport management. Students should work closely with faculty and academic advisors when planning their academic schedule. Courses offered only fall or winter terms are designated. Students have some flexibility with course selection based upon course sequence, availability and advisor recommendations. Students interested in studying abroad should consult their faculty advisor, OSS advisor, or Kinesiology’s Go Global program coordinator as soon as possible.

Third Year – Fall Courses (Total of 15 credit hours)

- SM 331 - Economics of Sport
- SM 332 - Organizational Behavior of Sport Organizations

- SM 333 - Legal Aspects of Sport Administration
- SM 342 - Strategy of Sport Organizations
- Sport Management or General Electives†

Third Year – Winter Courses (Total of 15 credit hours)

- SM 341 - Introduction to Sport Finance
- SM 346 - Principles of Marketing
- SM 349 - Research Methods for the Sport Industry
- Sport Management or General Electives†

Fourth Year – Fall Courses (Total 15 credit hours)

- SM 434 - Sport Ethics
- SM 444 - Sales Management for the Sport Industry
- Sport Management or General Electives†

Fourth Year – Winter Courses (Total 15 credit hours)

- Sport Management or General Electives†

Sport Management elective courses are projected to include the following:

SM 432 – Human Resource Management in Sport
 SM 437 – Psychological Aspects of Sport and Exercise
 SM 435 – Sport and the Consumer
 SM 433 – Sport and Public Policy
 SM 431 – Sport and the Media
 SM 436 – Race Relations, Cultural Images, and Sport
 SM 402 – Teaching Experience
 SM 403 – Internship
 SM 446 – Brand Strategies and Advertising Campaigns
 SM 470 – Independent Study
 SM 480 – Independent Reading

Independent and experiential learning experiences have a maximum of ten (10) credits hours allowed toward the major. SM 390 cannot be taken for more than four (4) credit hours. SM 403 cannot be taken for more than six (6) credit hours (can be taken twice with a maximum of three credits each time).

†Of the 33 elective credit hours, a minimum of 21 must be Sport Management; the remaining 12 credit hours should contribute to the student's professional development and growth. Suggested courses include, but are not limited to, ENGLISH 229, EECS 181, BIT 200, BIT 300, BIT 301, BIT 311, ECON 310, ECON 320, ECON 330. Students should work closely with their faculty advisor when determining the elective course work.

It should be noted that, in developing this program of study, we addressed the importance of providing students with the opportunity to select a significant number of courses beyond those that are required.

Criteria for Advancement to Second Level of the Undergraduate Major in Sport Management

In order to advance to the second level of the program, students must apply during their sophomore year. Advancement is selective and based on a variety of factors, including:

- Completion of seven required courses specified on (page?)
- Completion of four strongly recommended core skills courses (page?)
- Completion of at least 55, and generally no more than 75, credit hours, including required, core skills, and distribution (liberal arts) course work by the beginning of year three
- A strong overall record of academic achievement in college course work (although there is no minimum grade point average required, applicants who are competitive for advancement to the program will typically present a B average or better in required and distribution course work)
- Demonstrated interest and/or experience in the field of sport management as reflected in the required written personal statement that accompanies the application for advancement

Applications are accepted between November 1 and February 1. The application is available through the Division of Kinesiology's Office of Student Services (734) 764-4472 or online at www.kines.umich.edu. Completed applications must be returned to the Office of Student Services, room 3745B. Advancement decisions are announced on or before March 15th.

Sport Management and Ross School of Business Dual Degree Option

Students in Kinesiology or the Ross School of Business (RSB) have the option of applying for second-level admission to both schools and completing dual degree requirements with a minimum of 150 credit hours.

For more information please consult with your Kinesiology advisor and/or an advisor in the Ross School of Business.