

**SPORT MANAGEMENT/ BBA DUAL DEGREE UNDERGRADUATE RECORD SHEET – KINESIOLOGY  
2021-2022**

|   |  |                |             |              |  |  |                |              |              |                     |  |  |
|---|--|----------------|-------------|--------------|--|--|----------------|--------------|--------------|---------------------|--|--|
| <b>Name:</b>  |  |                |             | <b>UMID:</b> |  |  |                | <b>Date:</b> |              |                     |  |  |
| <b>Kinesiology Prerequisite Courses:</b>                  |  |                |             |              | <b>Sport Management Required Courses – Beginning Sophomore Yr.</b> |  |                |              |              |                     |  |  |
| <b>Course No.</b>   |  | <b>Credits</b> | <b>Term</b> | <b>Grade</b> | <b>Course No.</b>  |  | <b>Credits</b> | <b>Term</b>  | <b>Grade</b> |                     |  |  |
| SM 100  | Sport Management Seminar                           | 2              |             |              | SM 217   | Business Communications  | 3              |              |              |                     |  |  |
| SM 111  | Hist. & Soc. Issues in Sport & Fitness             | 3              |             |              | SM 238   | Introduction to Accounting (W)   | 1.5            |              |              |                     |  |  |
| SM 203  | Intro to Sport Management                          | 3              |             |              | SM 239   | Introduction to Financial Decision Making (W)                          | 1.5            |              |              |                     |  |  |
| <b>Total</b>  |  | <b>8</b>       |             |              | SM 241   | Introduction to Sport Economics and Public Policy                      | 3              |              |              |                     |  |  |
| <b>Required Courses Outside Kinesiology</b>               |  |                |             |              | SM 249   | Research Methods   | 4              |              |              |                     |  |  |
| *ENGLISH 125 or FYWR                                      |  | 4              |             |              | SM 332   | Organizational Behavior in Sport Organizations                         | 3              |              |              |                     |  |  |
| PSYCH 111 or 112  |  | 4              |             |              | SM 333   | Legal and Ethical Issues in Sport and Fitness                          | 3              |              |              |                     |  |  |
| *ECON 101   |  | 4              |             |              | SM 403   | Internship (6 cr. req.- can be taken in 1-3 cr. increments)            | 3              |              |              |                     |  |  |
| *MATH 105/ 115/ 120 – Concentration Path 2 only           |  | 2 or 4         |             |              | SM 403   | Internship (6 cr. req.- can be taken in 1-3 cr. increments)            | 3              |              |              |                     |  |  |
| <b>Total</b>  |  | <b>16</b>      |             |              | SM 499   | Strategy of Sport Organizations  | 3              |              |              |                     |  |  |
| *Course also required for BBA                             |  |                |             |              | <b>Total</b>   |  | <b>28</b>      |              |              |                     |  |  |
| <b>Sport Management Concentration Paths and Electives</b> |  |                |             |              |  |  |                |              |              | <b>(see Note 1)</b> |  |  |
| <b>Path 1: Sport Marketing and Management (Choose )</b>   |  |                |             |              | <b>Path 2: Sport Policy &amp; Analytics (Choose )</b>              |  |                |              |              |                     |  |  |
| SM 313  | Business Development in Sport                      | 3              |             |              | SM 313   | City of Champions: Detroit Sports                                      | 1.5            |              |              |                     |  |  |
| SM 317  | Career Planning                                    | 3              |             |              | SM 313   | Global Sports: Political and Economic Perspectives                     | 3              |              |              |                     |  |  |
| SM 330  | Data Management & Visualization in R               | 1.5            |             |              | SM 313   | Sport Social Media Analytics   | 3              |              |              |                     |  |  |
| SM 331  | Business Optimization (Excel)                      | 1.5            |             |              | SM 317   | Career Planning  | 3              |              |              |                     |  |  |
| SM 428  | Experiential Marketing in Sport Industry           | 3              |             |              | SM 330   | Data Management & Visualization in R                                   | 1.5            |              |              |                     |  |  |
| SM 429  | Social Media Marketing in Sport                    | 3              |             |              | SM 331   | Business Optimization (Excel)  | 1.5            |              |              |                     |  |  |
| SM 430  | Social Enterprise & Non-Profit Management          | 3              |             |              | SM 433   | Sport and Public Policy  | 3              |              |              |                     |  |  |
| SM 431  | Sport & the Media                                  | 3              |             |              | SM 438   | Economics of College Sport   | 1.5 or 3       |              |              |                     |  |  |
| SM 432  | Human Resource Management                          | 3              |             |              | SM 439   | Sponsorship-Linked Marketing   | 3              |              |              |                     |  |  |
| SM 435  | Sport and the Consumer                             | 3              |             |              | SM 440   | Sport, Economic Development & Urban Revitalization                     | 3              |              |              |                     |  |  |
| SM 436  | Race Relations, Cultural Images, and Sport         | 3              |             |              | SM 441   | Monetization Issues in Sport (Requires SM 330)                         | 3              |              |              |                     |  |  |
| SM 437  | Psychological Aspects of Sport & Exercise          | 3              |             |              | SM 442   | Sport Venues and Real Estate Development (Requires SM 330, 440, & 442) | 3              |              |              |                     |  |  |
| SM 439  | Sponsorship-Linked Marketing                       | 3              |             |              | SM 443   | Sport Venues Applied Research Seminar                                  | 3              |              |              |                     |  |  |
| SM 440  | Sport, Economic Development & Urban Revitalization | 3              |             |              | SM 450   | Introduction to Sport Analytics (Requires SM 249)                      | 3              |              |              |                     |  |  |
| SM 444  | Sales Management in the Sport Industry             | 3              |             |              | SM 451   | Sport Analytics: Team Performance (Requires SM 450)                    | 3              |              |              |                     |  |  |
| SM 445  | Sport Tourism                                      | 3              |             |              | SM 454   | Sport Marketing Analytics  | 3              |              |              |                     |  |  |
| SM 446  | Brand Strategy and Advertising Campaigns           | 3              |             |              | SM 461   | Detroit Olympics   | 1.5 or 3       |              |              |                     |  |  |
| SM 454  | Sport Marketing Analytics                          | 3              |             |              | SM 462   | Global Soccer and Major League Soccer                                  | 1.5 or 3       |              |              |                     |  |  |
| SM 463  | Football & Football                                | 3              |             |              | SM 463   | Football & Football  | 3              |              |              |                     |  |  |

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| <b>Name:</b>  |                |             |              | <b>UMID:</b>  |                |             |              | <b>Date:</b>                           |                |             |              |
| <b>Distribution Requirements</b>  |                |             |              |   |                |             |              |  |                |             |              |
| <b>Humanities<br/>(12 credits)</b>  |                |             |              | <b>Natural Science/Math/Quantitative Reasoning<br/>(11 credits)</b> |                |             |              | <b>Social Science<br/>(12 credits)</b> |                |             |              |
| <b>Course No.</b>   | <b>Credits</b> | <b>Term</b> | <b>Grade</b> | <b>Course No.</b>   | <b>Credits</b> | <b>Term</b> | <b>Grade</b> | <b>Course No.</b>                      | <b>Credits</b> | <b>Term</b> | <b>Grade</b> |
| BCOM 250  | 1.5            |             |              | MATH 115 or 120   | 4              |             |              | PSYCH 111                              | 4              |             |              |
| BCOM 350  | 1.5            |             |              | ACC 300   | 3              |             |              | ECON 101                               | 4              |             |              |
| SM 217  | 3              |             |              | SM 249  | 4              |             |              |  |                |             |              |
|   |                |             |              | TO 301  | 4              |             |              |  |                |             |              |
|   |                |             |              |   |                |             |              |  |                |             |              |
|   |                |             |              |   |                |             |              |  |                |             |              |
|   |                |             |              |   |                |             |              |  |                |             |              |
| <b>Required</b>   | <b>12</b>      |             |              | <b>Required</b>   | <b>11</b>      |             |              | <b>Required</b>                        | <b>12</b>      |             |              |
| <p><b>NOTES: (1) To complete a concentration, a student must take 21 elective credits as follows: 15 credits listed under their declared concentration and at least 3 credits listed under the other concentration that are unique to that concentration path. (2) Students pursuing a concentration in Policy &amp; Analytics, must have Math 105 or equivalent or higher level math course, calculus advanced placement credit or a calculus definite math placement recommendation. (3) Students wishing to complete additional credits in SM, beyond the required 21 elective credits, may submit an academic appeal to the program director.</b></p> |                |             |              |   |                |             |              |  |                |             |              |
| <p><b>Exceptions, Substitutions, Waivers</b><br/>Advisor - Please document approval of variations in degree program; sign and date:</p>   |                |             |              |   |                |             |              |  |                |             |              |

Updated: 11/2/2021

**Study Abroad (optional)**  
On UM campus, enroll in language, anthropology, history, archaeology, geography or political science courses related to host country to meet distribution requirements

Study abroad during Fall or Winter semester of junior/senior year or Spring/Summer semester of any year. Kinesiology exchange partners offer courses in your major; other programs available for general transfer credit toward your 120 credits required to graduate