

SPORTS MANAGEMENT, B.S.

The Bachelor of Science in Sports Management provides students with a basic foundation of the “business” of sport. The focus of courses taught in the sports management program is interdisciplinary and involves statistical analysis, strategic thinking and planning, understanding behavior, marketing, sales, promotions and more.

Incoming students may transfer up to 50% of the School of Business courses required in the major, pending department evaluation for transfer equivalency. Once matriculated at NJCU, transfer students must complete at least 30 credits at NJCU to satisfy the university’s residency requirement. Students must also maintain a GPA of 2.5 or better in courses taken in the School of Business. Students must earn a grade of C or higher in each School of Business course (ACCT, BUSI, ECON, FINC, MGMT, MKTG) used in fulfillment of a graduation requirement.

Code	Title	Credits
Common Core Requirements (33 Credits)		
ACCT 251	Financial Accounting	3
ACCT 252	Management Accounting	3
ECON 203	Business Statistics	3
FINC 371	Managerial Finance	3
MGMT 211	Principles of Management	3
MGMT 225	Business Enterprise Applications	3
MKTG 231	Principles of Marketing	3
MGMT 235	Business Law I: Legal Environment of Business	3
MGMT 241	Global Business	3
MGMT 251	Operations and Project Management Fundamentals	3
MGMT 411	Business Policy	3
Specialization Requirements (30 Credits)		
MGMT 302	Undergraduate Business Field Study I	3
MGMT 313	Event and Meeting Planning Management	3
MGMT 314	Facilities Management	3
MGMT 320	Sponsorship and Fundraising	3
MGMT 322	Sports and Entertainment Law for Business Students	3
MGMT 337	Principles of Sport Management	3
MGMT 403	Business Field Study II	3
MGMT 414	Management Analytics	3
MGMT 490	Sports Management Capstone: Contemporary Issues in Sports Management	3
Electives (12 Credits)		
Student may take electives as approved by the Department Advisor in general business, or across disciplines including but not limited to courses from Economics, Finance, Accounting, Marketing, Computer Science, Political Science, Geoscience, or group classes for a Minor or Double Major.		
General Education (45 Credits)		
MATH 164 or ECON 221	Pre-Calculus for Business Students Analytics For Business and Economics	4

ECON 207	Principles of Economics:Macro	3
ECON 208	Principles of Economics:Micro	3

Freshman

Semester 1		Credits
ENGL 101 or ESL 101	English Composition I ³ or English Composition I for English as a Second Language Students	4-6
MATH 164 or ECON 221	Pre-Calculus for Business Students ^{1,4} or Analytics For Business and Economics	3-4
General Education Tier I Course		3
General Education Tier I Course		3
Credits		13-16

Semester 2

ENGL 102 or ESL 102	English Composition II ³ or	4-6
MGMT 211	Principles of Management	3
General Education Tier I Course		3
Elective		3
Credits		13-15

Sophomore

Semester 1

MGMT 241	Global Business ¹	3
ECON 207	Principles of Economics:Macro ¹	3
MGMT 225	Business Enterprise Applications ¹	3
ACCT 251	Financial Accounting ¹	3
General Education Tier I Course		3
Credits		15

Semester 2

ECON 208	Principles of Economics:Micro ¹	3
ECON 203	Business Statistics	3
ACCT 252	Management Accounting ²	3
General Education Tier II Course		3
General Education Tier II Course		3
Credits		15

Junior

Semester 1

MGMT 251	Operations and Project Management Fundamentals ¹	3
MGMT 235	Business Law I: Legal Environment of Business	3
MGMT 337	Principles of Sport Management	3
MGMT 322	Sports and Entertainment Law for Business Students	3
General Education Tier II Course		3
Credits		15

Semester 2

MKTG 231	Principles of Marketing ¹	3
FINC 371	Managerial Finance ¹	3
MGMT 314	Facilities Management	3
MGMT 320	Sponsorship and Fundraising	3
General Education Tier III Capstone Course		3
Credits		15

Senior**Semester 1**

MGMT 313	Event and Meeting Planning Management	3
MGMT 302	Undergraduate Business Field Study I	3
MGMT 411	Business Policy ¹	3
MGMT 414	Management Analytics	3
MGMT 230	Business Communications Essentials	3
Credits		15

Semester 2

MGMT 403	Business Field Study II	3
MGMT 490	Sports Management Capstone: Contemporary Issues in Sports Management	3
Elective/Minor Course		3
Elective/Minor Course		3
Elective/Minor Course		3
Elective/Minor Course		3
Credits		18
Total Credits		119-124

³ Students who take English Composition I and II for English as a Second Language (ESL 101 and ESL 102) complete these in place of ENGL 101 and 102 but have fewer free elective credits as a result.

⁴ Students who completed Pre-Calculus for Business as MATH 1165 (3 credits) use this in place of MATH 164 and have one more free elective credit as a result.

¹ School of Business Requirement

² Major Requirement

Student Learning Outcomes

Upon completion of the Bachelor of Science in Sports Management program, students will be able to:

1. Identify ethical issues and understand the implications of social responsibility for sustainable business practices.
2. Evaluate information and apply critical thinking skills to identify solutions and inform business decisions.
3. Utilize technology, apply quantitative methods and interpret data to solve business problems.
4. Integrate knowledge of core business concepts and collaborate productively as part of a team.
5. Work effectively in a diverse environment and understand how global and cultural issues effect the organization and its stakeholders.
6. Compose clear and concise forms of written communication to effectively convey ideas and information associated with business topics.
7. Communicate business concepts effectively through oral presentation.
8. Demonstrate the ability to apply current knowledge and practices to generate revenue within the sport industry.
9. Cultivate knowledge and skills in key career and professional development competencies for the sports management field.
10. Apply evidence-based management practices to foster safe and productive sports organization.