

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.

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 |

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|--|--|--------------|
| Freshman | | |
| Semester 1 | | |
| ENGL 101 or ESL 101 | English Composition I ¹ or English Composition I for English as a Second Language Students | 4-6 |
| MATH 164 or ECON 221 | Pre-Calculus for Business Students 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 ¹ 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 | 3 |
| ECON 207 | Principles of Economics:Macro | 3 |
| MGMT 225 | Business Enterprise Applications | 3 |
| ACCT 251 | Financial Accounting | 3 |
| General Education Tier I Course | | 3 |
| Credits | | 15 |
| Semester 2 | | |
| ECON 208 | Principles of Economics:Micro | 3 |
| ECON 203 | Business Statistics | 3 |
| ACCT 252 | Management Accounting | 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 | 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 | 3 |
| FINC 371 | Managerial Finance | 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 | 3 |
| MGMT 414 | Management Analytics | 3 |
| MGMT 230 | | 3 |

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|----------------|-----------|
| Credits | 15 |
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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 |

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|----------------|-----------|
| Credits | 18 |
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| Total Credits | 119-124 |
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¹ 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.

Electives may be taken by students to fulfill the 120 credit requirement for graduation. Electives may be taken to obtain a co-degree, a minor, or explore areas of interest. Students are urged to consult their academic advisors regarding electives.

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.