SPORTS MANAGEMENT
Sports Management Major
Coordinator: Dr. Woojun Lee

Total minimum number of credits required for a Major in Sports Management leading to the Bachelor of Business Administration degree — 125.

The Sports Management major provides students with the opportunity to develop expertise in business management applied to the world of sport and recreation. As sports have evolved into an integral part of the American culture, the operations of sport programs have become more sophisticated and complex. Managers of sport programs and sport/recreational facilities must become familiar with the intricacies of sport/recreational activities and be effective as business professionals.

Requirements for the Sports Management Major (30 credits total)

Each student with a major in Sports Management must complete the following 27 credits:

- [[SM-201]] – Introduction to Sports Management 3
- [[SM-261]] - Sport Psychology Or [[SOC-261]] – Sociology of Sport 3
- [[SM-325]] – Special Events Marketing 3
- [[SM-341]] - Sport Finance and Economics 3
- [[SM-355]] – Facility Management 3
- [[BA-337]] – Legal Aspects of Sports/Event Management 3
- [[SM-461]] - Capstone in Sport Management 3
- [[SM-462]] - Sports Management Internship 3
- [[SM-466]] - Advanced Sports Management Internship 3

Each student with a major in Sports Management must complete 9 credits from the following list:

- [[SM-286]] - Management of Athletics 3
- [[SM-398]] - Global Sport Business 3
- [[COM-302]] – Fundamentals of Public Relations 3
- [[COM-303]] – Organizational Communication 3
- [[HL-201]] – Introduction to Hospitality 3
- [[HL-353]] – Human Resource Management in the Service Industry 3
- [[LDR-201]] – Introduction to Leadership 3
- [[MKT-322]] – Advertising 3
- [[MKT-352]] – Production and Operations Management 3

Sports Management Major- Required Courses and Recommended Course Sequence

<table>
<thead>
<tr>
<th>First Semester</th>
<th>Credits</th>
<th>Fifth Semester</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>[[BA-151]] – Integrated Management Experience I</td>
<td>3</td>
<td>[[SM-261]] – Sport Psychology</td>
<td>3</td>
</tr>
<tr>
<td>[[CS-115]] – Computers and Applications</td>
<td>3</td>
<td>[[BA-335]] – Law and Business</td>
<td>3</td>
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<tr>
<td>[[HST-101]] – Historical Foundations of the Modern World</td>
<td>3</td>
<td>[[FIN-240]] – Introduction to Finance</td>
<td>3</td>
</tr>
<tr>
<td>[[ENG-101]] – Composition</td>
<td>4</td>
<td>[[BA-319]] – Business Statistics</td>
<td>3</td>
</tr>
<tr>
<td>[[FYF-101]] – First-Year Foundations</td>
<td>3</td>
<td>Science Distribution Requirement</td>
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<tr>
<td>[[PPD-101]] – Personal &amp; Professional Development I</td>
<td>1</td>
<td>[[PPD-301]] – Personal &amp; Professional Development V</td>
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</tr>
<tr>
<td><strong>Total Credits</strong></td>
<td>17</td>
<td><strong>Total Credits</strong></td>
<td>16</td>
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<thead>
<tr>
<th>Second Semester</th>
<th>Sixth Semester</th>
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<tbody>
<tr>
<td>[[BA-152]] – Integrated Management Experience II</td>
<td>3</td>
</tr>
<tr>
<td>[[COM-101]] – Fundamentals of Public Speaking</td>
<td>3</td>
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<tr>
<td>Course Code</td>
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<tr>
<td>MTH-101</td>
<td>Solving Problems Using Math Or Higher Level Math</td>
</tr>
<tr>
<td>BA-354</td>
<td>Organizational Behavior</td>
</tr>
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**Total Credits:** 15

**SM. SM**

**SM-201. INTRODUCTION TO SPORTS MANAGEMENT**

Credits: 3

This Sport and Recreation Management course provides an overview of the sport and recreation industry. The course examines the principles of entertainment management in high school, professional, collegiate, and Olympic sport. A primary focus of the course will be on the business of collegiate and professional sport. The course will also focus on the application of business topics discussed in class and business content from assigned readings, along with perspectives from sport and entertainment business professionals.

**Pre-Requisites**

[[BA-152] or [BA-153]].

**SM-325. SPECIAL EVENTS MARKETING**

Credits: 3

Marketing is an introduction to the principles and practices of the marketing profession. You will study the dynamic role marketing plays in our global and national economies. You have the opportunity to build a knowledge base about the following areas: strategic marketing, research, consumer behavior, segmentation and targeting, marketing mix planning, implementation, and evaluation. We will identify marketing challenges, ethical thinking and action, and global dimensions within the profession and practice of marketing.

**Pre-Requisites**

[[MGT-251]].

**SM-355. SPORTS FACILITY & EVENT MANAGEMENT**

Credits: 3

This course provides students with an understanding of the complexity involved in sport facility and event management. Sport facility management includes a variety of activities such as planning and designing a sports facility, staff management, facility marketing, developing revenue streams, and facility scheduling and operating. Sport event management consists of identifying goals of the event and coordinating people in the organizations involved to achieve those goals with the resources available.

**Pre-Requisites**

[[MKT-221]].
SM-465. WILKES’ SPORTS MANAGEMENT EXPERIENCE  
Credits: 3  
This is a Wilkes business experience course where students apply their accumulated knowledge, skills, and abilities to a Wilkes University Sports or Event related department. The course will include cooperative education (see the Cooperative Education section of this bulletin for placement procedures), independent study, and an experiential component. Credits in excess of 3 may be applied toward the degree’s Free Elective requirement.

Pre-Requisites  
[[SM-201]], [[SM-355]].

SM-466. PROFESSIONAL SPORTS MANAGEMENT EXPERIENCE  
Credits: 3  
This course is part of a two-semester professional business experience in which students apply their accumulated knowledge, skills, and abilities in a private or public organization related to sport or event management. The course will include cooperative education (see the Cooperative Education section of this bulletin for placement procedures), independent study, and an experiential component. Credits in excess of 3 may be applied toward the degree’s Free Elective requirement.

Pre-Requisites  
[[BA-461]].

MGT. MANAGEMENT

MGT-209. BUSINESS CORRESPONDENCE AND REPORTS  
Credits: 3  
An emphasis on written communications: practice in writing major classification of business letters; persuasive requests and refusals; and inquiry, order, sales, application, credit, collection, and goodwill letters. Investigative techniques of research and analytical report writing.

MGT-251. MANAGEMENT OF ORGANIZATIONS AND PEOPLE  
Credits: 3  
Introduction to the theory and practice of managing organizations, including planning, organizing, and controlling. Interdisciplinary in nature, social and ethical dimensions of managing are examined.

Pre-Requisites  
Either ACC, BA, ENT 151 or BA 153

MGT-257. MANAGEMENT INFORMATION SYSTEMS  
Credits: 3  
This course introduces the fundamental concepts underlying the design, implementation, control, and evaluation of business-oriented computer based information systems, office automation, information reporting, and decision making.

Pre-Requisites  
[[ACC-162]], [[BA-119]], [[FIN-240]]

MGT-352. PRODUCTION AND OPERATIONS MANAGEMENT  
Credits: 3  
Terms Offered: Spring  
Principles of decision-making, systems design, introduction to quantitative tools of analysis, and fundamentals of production, inventory, financial, and distribution management.

Pre-Requisites  
[[BA-319]] and [[MGT-251]].

MGT-353. HUMAN RESOURCE MANAGEMENT  
Credits: 3  
Terms Offered: Fall  
This course focuses on introducing the student to the theories, practices, problems, and legislation relevant to attracting, selecting, developing, compensating, and effectively using human resources in organizations.

Pre-Requisites  
[[MGT-251]].

MGT-354. ORGANIZATIONAL BEHAVIOR  
Credits: 3  
A behavioral science approach to understanding individual, formal, and informal group behavior, macro- and micro-organizational structures, motivation and leadership theories, group influences, conflicts, decision-making, and communication, with emphasis on behavioral science applications in developing organizational effectiveness.

Pre-Requisites  
[[MGT-251]].

MGT-356. THE SOCIAL RESPONSIBILITY OF BUSINESS  
Credits: 3  
A course dealing with the problems faced by managers in responding to issues such as the kinds and extent of social responsibility to be assumed by businesses, employee rights, consumerism, and the balance of public and private interests.

Pre-Requisites  
[[MGT-251]] and junior standing.

MGT-357. BUSINESS TRANSFORMATIONS IN THE DIGITAL ECONOMY  
Credits: 3  
This course is designed to help students understand how the digital economy forces companies to rethink their business strategies—and architect processes, products, and information differently. Topics will allow for the development of problem solving abilities using business analytics and intellectual curiosity using radical openness in the workplace. The course content will incorporate cases in business, and it will seek to create an understanding of big data, culture and ubiquitous technologies. Students will also understand how to thinking critically and to make decisions using internal and external sources of data.

Pre-Requisites  
[[ACC-162]], [[BA-119]], [[FIN-240]]
MGT-358. INTERNATIONAL BUSINESS
Credits: 3
An introduction to the field of international business. Topics include the empirical dimensions of the world economy, business enterprise in international trade, trade channels, effects of economic, political, and social environment on international management problems of international operations, and the role of government in fostering international business. A substantial amount of writing is required.

Pre-Requisites
[[MGT-251]] and senior standing.

MGT-397. SEMINAR
Credits: 1-3
One to three credits

ENT. ENTREPRENEURSHIP

ENT-151. INTEGRATED MANAGEMENT EXPERIENCE I
Credits: 3
Terms Offered: Fall
Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. Most importantly, you will learn and experience how the pieces fit together through integrating the functional areas tracking information and performance using financial accounting principles. Cross listed with [[ACC-151]] and [[BA-151]]

ENT-152. INTEGRATED MANAGEMENT EXPERIENCE II
Credits: 3
Terms Offered: Spring
Integrated Management Experience is a two-semester sequence that takes you through the entrepreneurial process from creating a business concept to planning the venture to launching and operating the business to harvest and closure of the firm. You learn how businesses plan and operate through the study of functional areas such as marketing, management, human resources, accounting and finance, and operations. You develop a clear understanding of the importance of accounting cycles and how financial accounting principles provide not only information but an integrating thread for all types of organizations. Cross listed with [[ACC-152]] and [[BA-152]]

Pre-Requisites
[[ACC-151]] / [[BA-151]] / [[ENT-151]] with a minimum GPA of 2.0.

ENT-201. NATURE AND ESSENCE OF ENTREPRENEURSHIP
Credits: 3
Terms Offered: Fall
An introduction to entrepreneurs and self-career creation in small and large entrepreneurial organizations. The importance of entrepreneurs in the local, national, and world economies and personal characteristics of successful entrepreneurs will be studied. Guest speakers and a case study are included.

Pre-Requisites
[[ENT-152]] or [[BA-153]] with a minimum GPA of 2.0.

ENT-203. OPPORTUNITY IDENTIFICATION: INNOVATION AND CREATIVITY
Credits: 3
Terms Offered: Fall
An introduction to the creative and innovative processes. Emphasis on forms of creativity and how they are interrelated, psychology and behavioral aspects of creativity, recognizing creativity, and the practice of managing innovation and creativity in different environments. Direct experience with two or more forms of creativity.

ENT-252. THE ENTREPRENEURIAL LEADER
Credits: 3
Terms Offered: Spring
Examines leadership characteristics and behaviors of entrepreneurs. Emphasis on authentic and integrity-based leadership, role of emotional intelligence, and effective leadership strategies in entrepreneurial environments.

ENT-321. ANALYZING MARKETS AND COMPETITION
Credits: 3
Terms Offered: Fall
In-depth study of identification and assessment of markets and competition. Sources of information, key analytical techniques, and evaluation strategies are examined.

Pre-Requisites
[[MKT-221]] with a minimum GPA of 2.0.

ENT-342. ENTREPRENEURIAL FINANCE
Credits: 3
Terms Offered: Spring
The study of the financial dimensions of launching and growing ventures. Topics include financial characteristics and requirements of growth, venture capital, angel capital and private investment, equity markets and public offerings, and specialized funding programs.

Pre-Requisites
[[FIN-240]] with a minimum GPA of 2.0.

ENT-384. SMALL BUSINESS CONSULTANCY
Credits: 3
Terms Offered: Spring
Teams of students diagnose, analyze, and recommend solutions for problems defined by small business clients. Course requires students to apply a range of classroom skills in a real situation and present oral and written reports to the client firm. Requirements: Senior standing and permission of the instructor.

ENT-385. OPPORTUNITY ASSESSMENT: TECHNICAL, ECONOMIC AND MARKET FEASIBILITY
Credits: 3
Terms Offered: Spring
Theory and practice of assessing market, economic, and technical feasibility. Use of project management techniques to develop an in-depth feasibility analysis plan for expected outcomes.
ENT-399. COOPERATIVE EDUCATION  
Credits: 1-6  
Professional cooperative education placement in a private or public organization related to the student's academic objectives and career goals. In addition to their work experience, students are required to submit weekly reaction papers and an academic project to a Faculty Coordinator in the student's discipline. See the Cooperative Education section of this bulletin for placement procedures. Requirements: Sophomore standing; minimum 2.0 cumulative GPA; consent of the academic advisor; and approval of placement by the department chairperson.

ENT-461. PRACTICING ENTREPRENEURSHIP  
Credits: 3  
Terms Offered: Fall  
Advanced essentials and elements of becoming an entrepreneur, or intrapreneur, will be examined through current classic 'real life' entrepreneurial case readings and entrepreneur and guest faculty lectures. Students will create their own entrepreneurial enterprise as a team project.

Pre-Requisites  
Senior standing, [[ENT-201]] with a minimum GPA of 2.0, or permission of the instructor.

ENT-462. ENTREPRENEURIAL INTERNSHIP  
Credits: 3  
The course content provides an on-the-job multi-discipline experience assisting a working local entrepreneur in the development and operation of a business enterprise.