

Sport And Fitness Management Major

Professor: S. Manzoor

Assistant Professor: R. Bhandari, P. Chiappetta, A. Kulkarni, D. Moutusi

Visiting Professor: M. Rockett

Lecturer: S. Wilson

Instructor: B. Benke, J. Jackson, J. Williams

Contact: Dr. Linda Webster

Email: linda.webster@wcmo.edu

The Sport and Fitness Management major prepares individuals to apply business, coaching and physical education principles to the organization, administration and management of athletic programs and teams, fitness/rehabilitation facilities and health clubs, sport recreation services, and related services. Includes instruction in program planning and development; business and financial management principles; sales, marketing and recruitment; event promotion, scheduling and management; facilities management; public relations; legal aspects of sports; and applicable health and safety standards.

Graduates of the major are equipped to begin a career in sport management and work in their preferred sports industry sector. Graduates have worked 105 hours in a specific sports industry to satisfy the internship requirement. Graduates also earn a two-year American Red Cross certification in CPR and basic life support.

CIP: 31.0504, Sport and Fitness Administration/Management

Graduates of the Sport and Fitness Management major successfully demonstrate the ability to:

- I. Apply business, accounting, and marketing principles to promote and manage sport and fitness organizations, teams, and services
- II. Apply the principles of coaching and physical education to a variety of sport organizations
- III. Evaluate and prescribe care for athletic injuries, and take appropriate action in an emergency
- IV. Perform the duties of a practicing sport management professional

All Sport and Fitness Management majors must achieve junior standing before registering for any 300- or 400-level courses. Students in their senior year will apply all skills developed in the program to a 3-credit-hour internship.

Students should complete HES 104 – First Aid and Basic Life Saving in their senior year to have an active certification in CPR and basic life support when entering the workforce.

Students pursuing a career in a non-profit organization are encouraged to take LST 210 - Leadership for Non-Profit Organizations as a general elective. This course teaches relevant skills in fundraising, donor management, grant writing, governance, and volunteer

engagement.

Majors must have at least a 2.00 grade point average in all courses in the major to satisfy graduation requirements.

**GRADUATES OF THE PROGRAM EARN A BACHELOR OF
ARTS IN SPORT AND FITNESS MANAGEMENT**

ACADEMIC REQUIREMENTS SUMMARY SHEET

ACADEMIC YEAR 2024-2025

Major: SPORT AND FITNESS MANAGEMENT

Student's Last Name	First Name	Middle Initial
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Advisor	Date Major Declared
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Course Code	Title	Hours	Semester	Grade
Required Health and Exercise Science Courses (21 credit hours):				
HES 101	Introduction to Exercise Science	1		
HES 104	First Aid and Basic Life Saving	1		
HES 220	Social Science in Sport	2		
HES 231	Sports Psychology	3		
HES 232	Care and Prevention of Athletic Injuries	3		
HES 309	History and Philosophy of Physical Education	3		
HES 406	Management in Physical Education and Athletics	2		
PED 315	Coaching Theories	2		
PED 325	Sports Officiating	1		
HES 204	Fitness and Wellness Concepts	2		
Required Business Courses (30 credit hours):				
ACC 215	Principles of Financial Accounting	3		
BUS 205	Introduction to Sport Management	3		
BUS 210	Spreadsheet Application in Business	3		
BUS 223	Business Law	3		
BUS 250	Principles of Marketing	3		
BUS 315	Sport Promotion and Sales Management	3		

Course Code	Title	Hours	Semester	Grade
BUS 3XX	Event and Facility Management	3		
BUS 326	Human Resource Management	3		
SPE 220	Public Relations	3		
ITS 399	Internship in Sport and Fitness Management	3		
Total Hours For Major		51		

If any substitutions or waivers of requirements are allowed, please list below and initial.

Advisor Signature

Department Chair Signature