Nebraska Wesleyan University

Sport Management (B.S.)

Catalog

2024-2025

Program Description

Careers in sport management are geared toward the expansive world of sports. Behind the players and the game itself, there are infrastructures in place to ensure the games continue. As in all businesses, sports organizations need managers, accountants, marketing and advertising managers, sales people and operations managers to organize and operate effectively.

Learning Outcomes
Majors will be able to:

1. Expand the overall breadth of knowledge of the sport industry.
2. Effectively and appropriately communicate through oral and written skills
3. Problem solve - to critically think and analyze situations to find solutions through experience and conversation.

Departments

1. Health and Human Performance (Undergraduate)

Sport Management Major (46-47 hours)

Core Requirements	44-45 hours
HHP 1700 Introduction to Sport Management and Leadership	3 hours
HHP 1740 Sport in Society	2 hours
HHP 2920 Sport Facility and Event Management	3 hours
HHP 3210 Current Issues and Ethics in Sport	3 hours
HHP 3700 Sport Law and Governance	3 hours
HHP 3730 Sports Marketing and Communication	3 hours
HHP 4220 Sport Finance	3 hours
HHP 4970 Internship	3 hours
ACCT 1310 Principles of Accounting I	3 hours
ACCT 1320 Principles of Accounting II	3 hours
ECON 1540 Microeconomic Principles	3 hours
BUSAD 2000 Principles of Marketing	3 hours
BUSAD 2300 Business Communication	3 hours
BUSAD 2500 Principles of Management	3 hours

Core Requirements	44-45 hours
Choose one of the following: • BUSAD 2100 Business and Economic Statistics • MATH 1300 Statistics • PSYCH 2100 Psychological Statistics • SOC 3930 Quantitative Research Methods • SOC 3940 Qualitative Research Methods • Other course with departmental approval.	3-4 hours

Capstone Courses	2 hours
HHP 3990 Professional Engagement	1 hour
HHP 4990 Senior Capstone	1 hour

Recommended	
Minor in Marketing	18-21 hours
Minor in Human Resources Management	18-21 hours