Nebraska Wesleyan University

Sport Management (B.S.)

Catalog

2026-2027

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.

Mission Statement

To develop students who have the knowledge, skills, and values to be professionals in the sport industry within a diverse and ever-changing world.

Learning Outcomes

1. Students will demonstrate knowledge and application of relevant concepts (such as management, marketing, economics, finance, ethics, and legal) for effective sport management career preparation.
2. Students will exhibit the essential communication skills for effective sport management practice.
3. Students will assess sport-related conflicts and employ critical and creative thinking to devise effective resolutions for sport organizations.
4. Students will apply their knowledge and skills from sport management/business classes by completing 170 hours of experiential learning within a sport-industry setting.
5. Students will demonstrate purpose and contribution in their personal, professional, and civic lives.

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 or HHP 2760 Sport and Exercise Psychology	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

Core Requirements	44-45 hours
BUSAD 2000 Principles of Marketing	3 hours
BUSAD 2300 Business Communication	3 hours
BUSAD 2500 Principles of Management	3 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