

PROGRAM OVERVIEW

The Bachelor of Science in Sports Management prepares students for entry-level positions within sports business, management, or marketing. This degree programs builds a strong foundation in the functional, environmental, technical, and integrative areas of business.

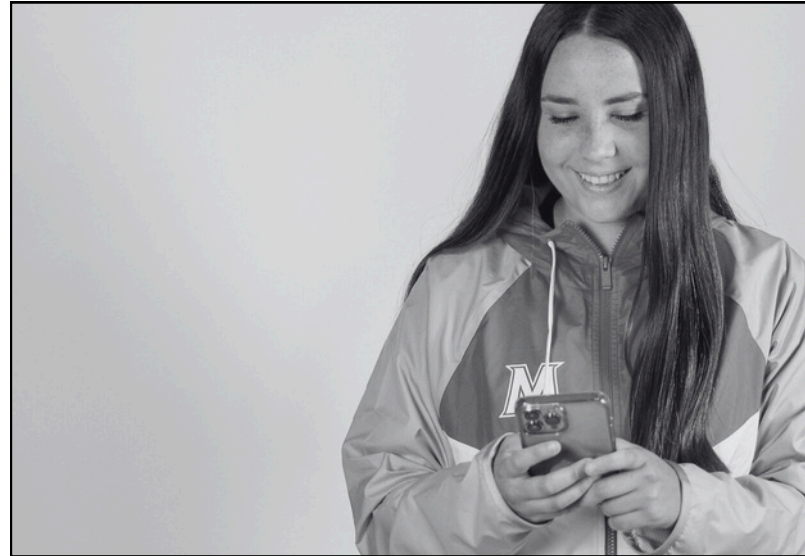
UNIVERSITY CORE (46 hrs.)

Specific courses within the University Core are listed in the University catalog, located at catalog.macu.edu.

Bible/Theology (12 hrs.)
Communication (9 hrs.)
U.S. History and Government (6 hrs.)
Science (6 hrs. plus 1 hr. of lab)
Math (3 hrs.)
Social Sciences (3hrs.)
Humanities (6 hrs.)
*Foreign Language (8 hrs)

ELECTIVES (16 hrs.)

For a list of recommended electives, please refer to the University catalog, located at catalog.macu.edu.



MAJOR CORE (60 hrs.)

***ACCN 2103** Accounting I: Financial Accounting
***BUAD 1103** Intro to Business
***BUAD 2103** Business Software Apps
***MGMT 2303** Management Principles
***MKTG 2273** Marketing Principles
MKTG 3743 Global Marketing
MGMT 3323 Human Resource Administration
ECON 2503 Survey of Economics
SMGT 4223 Sports Law and Risk Management
ACCN 2203 Accounting II: Managerial Accounting
SMGT 3113 Leadership and Ethics in Sports
MGMT 3113 Management Information Systems
FINC 3403 Business Finance
MGMT 4203 Managing Teams
MKTG 4253 Marketing Analytics
MGMT 4413 Strategic Business
SMGT 3123 Sociology of Sports
SMGT 3313 Sports Marketing
SMGT 3513 Sports Fundraising and Sponsorship
SMGT 4123 Sports Facilities Management

**Students who transfer in as a Junior can waive these courses.*

TOTAL REQUIRED HOURS: 122

Interested in learning more? *Contact us today!*

Phone: 888-888-2341

Email: enroll@macu.edu

WWW.MACU.EDU

