

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)

BUSINESS LOWER DIVISION (15 hrs).

BUAD 1103 Introduction to Business

BUAD 2113 Business Software Applications

BUAD 2503 Business and Professional Communication

MGMT 2303 Management Principles

MKTG 2273 Marketing Principles

ELECTIVES (23 hrs).

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



MAJOR CORE (36 hrs.)

SMGT 3123 Sociology of Sports

SMGT 3313 Sports Marketing

ECON 2503 Survey of Economics

SMGT 4223 Sports Law and Risk Management

ACCN 2103 Accounting I: Financial Accounting

ACCN 2203 Accounting II: Managerial Accounting OR

MGMT 4303 Accounting for Managers

SMGT 3113 Leadership and Ethics in Sports

MGMT 3113 Management Information Systems

BUAD 4313 Business Analytics

SMGT 3513 Sports Fundraising and Sponsorship

SMGT 4123 Sports Facilities Management

FINC 3403 Business Finance

MGMT 4413 Strategic Management

TOTAL REQUIRED HOURS: 120

Interested in learning more? *Contact us today!*

Phone: 888-888-2341

Email: enroll@macu.edu

WWW.MACU.EDU

