

Sport and Recreation Management (SRM) Business emphasis
Bachelor of Science 2023-24 AY Major Code: K104
 CIP Code: 310504 Cr Hrs

General Education CORE 42 Requirements 42*		42
Area 1A	Social & Behavioral Sciences	6
Area 1B	Civic Engagement	3
Area 2A	Written Communication	6
Area 2B	Oral Communication	3
Area 3A	Natural Science Non-Lab	3
Area 3B	Natural science With Lab	4
Area 4	Mathematics	3
Area 5A	Humanities	6
Area 5B	Fine Arts	3
Area 5C	Global Competencies	3
Area 5D	Health and Wellness	2
UE 100	University Experience**	1
Sport & Recreation Mgmt Core		47
COMM 211	Intro to Public Relations	3
GB 320	Business Communications	3
KINE 220	First Aid and Sport Safety	2
KINE 367	Socio-Psychological Aspects of Physical Education	3
KINE 375	Physical Activity for Special Populations	3
KINE 380	Research Methods Health & Exercise Science	3
MGMT 237	Using Information Systems	3
SRM 101	Intro to Sport & Recreation Management	3
SRM 220	Sports Around the Globe	3
SRM 300	Marketing & Promotion in Sport & Recreation	3
SRM 310	Facility & Event Mgmt in Sport & Recreation	3
SRM 320	Risk Mgmt & Legal Issues in Sport & Recreation	3
SRM 330	Sport & Recreation Finance: Budget & Rev. Mgmt	3
SRM 340	Leadership within SRM	3
SRM 400	Social Media & analytics in Sport & Recreation	3
SRM 491	Sport & Recreation Internship	3
Sport & Recreation Business Emphasis		12
ACCT 200	Intro to Accounting	3
MRKT 321	Professional Sales & Sales Management	3
MGMT 350	Fundamentals of Organizational Mgmt	3
MGMT 441	Organizational Behavior	3
Sport & Recreation Business Emphasis Suggested Electives*		18
<i>Electives are selected with approval of a Sport & Recreation management academic advisor who will assist students in selecting elective courses appropriate for the student's goals.</i>		
Suggested Certificates/Minors		
<i>Professional Communication Certificate (MM70)</i>		
<i>Website Administration Certificate (CI91)</i>		
<i>App Development Certificate (CI90)</i>		
<i>Communication Minor in Public Relations (CO81)</i>		
<i>Marketing Minor (MM83)</i>		
<i>Human Resources Management Minor (MM81)</i>		
<i>Other certificates and minors are also available.</i>		
Total Hours	Must include at 39 upper division (300-400) hrs	120