

2016

B.S. in Sports and Recreation Management 2016

Nova Southeastern University

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Bachelor of Science in Sport and Recreation Management 2016

B.S. in Sport and Recreation Management

Your success in the ever-expanding world of sport management depends on solid preparation. Get ahead of the competition with a tailored Bachelor of Science in Sport and Recreation Management degree from NSU's H. Wayne Huizenga College of Business and Entrepreneurship.

What you'll study

The B.S. in Sport and Recreation Management gives you a strong foundation in management, marketing, communications, and event operations. Begin your degree with core coursework. Then move into specialized seminars and individualized studies in the sport management major.

How you'll learn more

Connections through the Huizenga College of Business network can result in an internship with a leading sport or recreation organization. From peers to alumni in the community, your Huizenga College of Business contacts are waiting to support your success.

The Miami Dolphins official training center is located on the main campus of NSU, and this partnership epitomizes the Huizenga College of Business' commitment to the business of sports. The private 18-hole Grande Oaks Golf Club is also part of the campus in Fort Lauderdale. The facilities and resources at NSU are second to none.

Where it can take you

The sport and recreation management degree can open doors to careers in community or afterschool sports programs, arena management, or with professional sports teams, such as an Account and Group Sales Coordinator, Director of Marketing, Community Relations Coordinator, or Player Development. You may also choose to continue your studies at NSU or elsewhere. NSU offers several graduate degrees related to sports and to business.

Bachelor of Science in Sport and Recreation Management Course Descriptions 2016

Course Descriptions

Full-Time professionals are available to discuss the Bachelor of Science in Sport and Recreation Management curriculum with you in greater detail. Simply call 800.338.4723 or contact our [Office of Undergraduate Admissions](#).

Business Core Courses

ACT 2200 Financial Accounting (3 cr.)

Provides an introduction to financial accounting and its decision-making elements. Areas covered are the conceptual frameworks of accounting, financial statements and their components, and advance manufacturing environments. Prerequisites: MATH 1030 or higher.

ACT 2300 Managerial Accounting (3 cr.)

Integrates the accounting process with the planning, coordinating, and control functions of the business organization. Topics include strategic planning, tactical and operational decision making, budgeting, responsibility accounting, and performance measurement. Prerequisites: MATH 1030 or higher

ISM 3660 Management Information Systems (3 cr.)

Discusses the use of computers in business, as well as database management and information system fundamentals. Prerequisites: TECH 1110, MGT 2050, and MKT 3050.

MGT 2050 Principles of Management (3 cr.)

Provides an overview of management history and theory, schools of management thought, the functions and processes of management, and the environment within which the modern manager operates.

MGT 4170 Organizational Behavior (3 cr.)

Organizational Behavior: Explores the interaction of individuals and the organization as a dynamic interplay that affects total organizational effectiveness. Topics include the role of effective communication in the organization, motivation, leadership and values. Prerequisite: MGT 2050.

MGT 4880 Business Strategy and Policy (3 cr.)

Business Strategy and Policy is an integrative senior course in strategic management building on functional area learning in management, accounting, finance, operations and marketing. The course focuses on the solution of specific business problems utilizing a corporate simulation which requires students to develop a strategy to lead their own company and implement the strategy through tactics for operations, management, marketing, and finance. Students are measured by a balanced scorecard estimating their performance in each area and their preparation for the future. Prerequisites: FIN 3010 and Senior Standing.

SPT 1050 Introduction to Sport and Recreation Management (3 cr.)

Provides an overview of the sport and recreation industry, history, and theory of management principles, and the examination of the key components of sport and recreation management: leadership, event management, marketing, fund-raising, budgeting, ethics, sport law, and public relations.

SPT 2150 Sport in Society (3 cr.)

Studies the impact sport has on our society. The course examines the different levels of sport and emphasizes issues related to economics, education, race, gender, youth sports, social mobility, violence, and deviance.

SPT 2350 Ethics in Sport and Recreation Management (3 cr.)

This course examines morality and ethical issues pertaining to sport. Topics include sportsmanship, fan behavior, performance-enhancing drugs, drug testing, gender equity in sport, violence on and off the field, and youth sport participation.

SPT 3550 Principles of Economics and Finance in Sport (3 cr.)

Examines current economic and financial issues that impact sport and recreation management. Topics include budget development, funding, capital projects, economic impact, and supply and demand in the sport and recreation industry. Prerequisites: ACT-2200, ECN-2020, and either SPT-1050 or SPWS-1200.

SPT 3650 Sport Marketing (3 cr.)

A focus on the principles of sport marketing and the application of a sport marketing plan. Topics include advertising, marketing mix, consumer behavior, and relationship marketing.

SPT 4550 Legal Aspects of Sport and Recreation (3 cr.)

Reviews the legal considerations, responsibilities, and liabilities of institutions and their personnel as related to sport and recreation. Examines event management, personnel relations, and governmental regulations that impact sport and recreation. Prerequisite: SPT 1050 or SPT Faculty approval.

TECH 1110 Technology in Information Age (3 cr.)

In this course, students work for mastery of basic computer application skills in file management, word processing, spreadsheet, charting, database, Internet research, and web authoring/publishing. In addition, students acquire a deeper understanding of technology as used by professionals in all information technology fields, current trends, ethical use of technology, and technology management. A challenge exam (passing score = 75 percent) is available for those students who believe they already possess these skills.

Sport and Recreation Management Major Courses

MKT 3210 Professional Selling (3 cr.)

The focus of this course is to introduce students to the field of professional and personal selling, their role in marketing, and the overall sales process required to cultivate long-term relationships through effective communications, rapport and bonding strategies. Prereq: MKT 3050 or SPT 3650.

SPT 2050 Sport in Popular Culture (3 cr.)

Examines sport in today's popular culture, this includes music, film, television, advertising, fashion, toys, magazines, and cyberspace. Through critical analysis the connection between sport, popular culture and issues of race, gender, sexuality, censorship, and social class will be analyzed and discussed.

SPT 2950 Sport and Recreation Practicum (3 cr.)

This course is designed to give students the opportunity to gain practical experience with a sport or recreation organization. Allowing the student to experience first hand what it is like to work in the industry. Students must work 75 hours within one academic term (16 weeks). Prerequisites: SPT 1050 and Instructor Approval.

SPT 3150 Facility and Event Management (3 cr.)

This course studies the guidelines and principles of managing sport and recreation events and facilities. Topics include event logistics, critical planning techniques, negotiations, funding, and facility design, operation, and maintenance. Prerequisite: SPT 1050.

SPT 3925 The Business of College Sports (3 cr.)

This course examines the history, rules, and regulations that govern college athletics. Exploration into Division I, II, and III programs with a critical analysis of the current issues that each division faces. Prerequisite: SPT 1050.

SPT 4850 Seminar in Sport and Recreation Management (3 cr.)

A capstone course for senior sport and recreation management majors. Students will examine trends in the industry, career paths, and discuss current topics in sport and recreation. Prerequisites: SPT 1050, Senior Standing, and SPT Faculty approval.

SPT 4950 Sport and Recreation Management Internship (12 cr.)

A supervised work placement for a period of 16 weeks in the student's major area of study. A minimum of 420 hours is required. There is also a classroom component for this course. Prerequisites: cumulative GPA of 2.5 or higher, completion of 36 or more credits within Major Requirements and permission from SPT faculty. Sport and Recreation Management Majors Only.

SPT 4951 Sport and Recreation Internship (6 cr.)

A supervised work placement for a period of 16 weeks in the student's major area of study. A minimum of 210 hours is required. There is also a classroom component for this course. Prerequisites: cumulative GPA of 2.5 or higher, completion of 36 or more credits within Major Requirements and permission from SPT faculty. Sport and Recreation Management Majors Only.

SPT 4952 Sport and Recreation Internship (6 cr.)

A supervised work placement for a period of 16 weeks in the student's major area of study. A minimum of 210 hours is required. There is also a classroom component for this course. Prerequisites: cumulative GPA of 2.5 or higher, completion of 36 or more credits within Major Requirements and permission from SPT faculty. Sport and Recreation Management Majors Only.

Bachelor of Science in Sport and Recreation Management Curriculum 2016

Curriculum

This curriculum is for new B.S. in Sport and Recreation Management students starting **in the fall of 2014**. If you began the B.S. in Sport and Recreation Management program **prior to the fall of 2014** please contact the Office of Academic Advising and set up an appointment with your advisor.

Total credits: 114

General Education Requirements (30 Credits)

BUSINESS CORE (39 CREDITS)		
ACT 2200	Financial Accounting	3 credits
ACT 2300	Managerial Accounting	3 credits
ISM 3660	Management Information Systems	3 credits
MGT 2050	Principles of Management	3 credits
MGT 4170	Organizational Behavior	3 credits
MGT 4880	Business Strategy and Policy	3 credits
SPT 1050	Introduction to Sport and Recreation Management	3 credits
SPT 2150	Sport in Society	3 credits
SPT 2350	Ethics in Sport and Recreation Management	3 credits
SPT 3550	Principles of Economics and Finance in Sport	3 credits
SPT 3650	Sport Marketing	3 credits
SPT 4550	Legal Aspects of Sport and Recreation	3 credits
TECH 1110	Technology in Information Age	3 credits

SPORT AND RECREATION MANAGEMENT MAJOR COURSES (24 CREDITS)		
MKT 3210	Professional Selling	3 credits
SPT 2050	Sport in Popular Culture	3 credits
SPT 2950	Sport and Recreation Practicum	3 credits
SPT 3150	Facility and Event Management	3 credits
SPT 3925	The Business of College Sports	3 credits
SPT 4850	Seminar in Sport and Recreation Management	3 credits
Business Elective	ACT, ENT, FIN, HRM, INB, LED, MGT, MKT, OPS or SPT prefix	3 credits
Business Elective	ACT, ENT, FIN, HRM, INB, LED, MGT, MKT, OPS or SPT prefix	3 credits

or

SPORT AND RECREATION MANAGEMENT INTERNSHIP OPTION (24 CREDITS)		
SPT 2050	Sport in Popular Culture	3 credits
SPT 3150	Facility and Event Management	3 credits
SPT 3925	The Business of College Sports	3 credits
SPT 4850	Seminar in Sport and Recreation Management	3 credits
SPT 4950	Sport and Recreation Management Internship	12 credits
<u>OR</u>		
SPT 4951	Sport and Recreation Internship	6 credits <u>AND</u>

SPT 4952	Sport and Recreation Internship	6 credits
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Open Electives (27 credits)

[Contact Us](#) for additional information or proceed to our [Application for Admission](#).

Current students: Please consult your Academic Advisor for program requirements or access [SharkLink](#) for your CAPP report. Program requirements are subject to change, and your Academic Advisor or CAPP report can provide you with the courses required for your catalog term.