

MAJOR IN SPORT MANAGEMENT

The Sport Management major is designed to prepare students for a changing sports industry. The curriculum develops critical and ethical sensibilities as well as practical skills with the intent of producing graduates who will be responsible business leaders and community advocates able to address commercial, economic, political and social issues related to sport.

Requirements

Program Requirements

The Sport Management major has 42 required units, and a required 24-unit Business Administration (BUAD) minor for a total of 66 units. Students completing a double major in Business Administration, Business Systems & Processes or Accounting complete the BUAD minor requirements through their second major and are not required to declare the minor to fulfill the Sport Management major requirements. Minimum 50% of the units required for the major must be completed at Towson University.

Code	Title	Units
Sport Management Required Courses		
KNES 280	INTRODUCTION TO SPORTS INDUSTRY	3
KNES 333	SPORT MANAGEMENT	3
KNES 345	SEMINAR AND FIELD EXPERIENCE IN SPORT MANAGEMENT	3
KNES 353	SPORT & SOCIETY	3
KNES 390	SPORT AND GLOBALIZATION	3
KNES 445	SPORT MANAGEMENT INTERNSHIP ¹	6
KNES 452	SPORT MARKETING	3
KNES 456	LEGAL AND ETHICAL ISSUES IN SPORT	3
KNES 460	CULTURAL ECONOMY OF SPORT	3
Electives		
Select four courses from this list of approved electives. (Please note that not all courses will be offered every term and some require prerequisites.)		12
KNES 251	HISTORY OF SPORT IN AMERICA	
KNES 285	SPORT: CROSS-CULTURAL PERSPECTIVE	
KNES 301	INTRODUCTION TO RECREATION AND LEISURE	
KNES 320	CULTURE, HEALTH, AND THE CITY	
KNES 331	FOUNDATIONS OF COACHING	
KNES 337	ADVANCED SPORT COACHING: DEVELOPING PERFORMANCE IN ATHLETES AND TEAMS	
KNES 349	THE MODERN OLYMPIC GAMES	
KNES 351	PHILOSOPHY: THE SPORT EXPERIENCE	
KNES 355	PSYCHOLOGY OF SPORT	
KNES 357	SPORT IN FILM	
KNES 391	SPORT EVENT MANAGEMENT	
KNES 396	INDEPENDENT STUDY	
KNES 403	ORGANIZATION AND ADMINISTRATION OF INTRAMURALS	

KNES 418	SPORT FACILITY MANAGEMENT AND OPERATIONS
KNES 437	SPORT AND THE MEDIA
KNES 441	WOMEN, GENDER, AND SPORT
KNES 445	SPORT MANAGEMENT INTERNSHIP ¹
KNES 449	LEADERSHIP FOR SPORT PROFESSIONALS
KNES 454	SPORT SALES AND SPONSORSHIP
KNES 458	APPLIED SPORT MARKETING
KNES 465	STRATEGIC SPORT COMMUNICATION
KNES 472	SELECTED TOPICS IN SPORT MANAGEMENT
KNES 494	TRAVEL STUDY
ECON 370	SPORTS ECONOMICS
MNGT 463	ORGANIZATIONAL LEADERSHIP
Required BUAD Minor	24
Total Units	66

¹ Six units of KNES 445 are required for the major. An additional six units of this course may be used towards the electives requirement.

Business Administration Minor

This 24-unit minor is available to students who have a major other than Accounting, Business Administration, or Business Systems and Processes. Students electing a Business Administration minor are not formally admitted to nor graduates of the College of Business and Economics (CBE). Students must complete at least 12 units of CBE courses at Towson University in order to earn this minor.

Code	Title	Units
ACCT 201	PRINCIPLES OF FINANCIAL ACCOUNTING	3
ACCT 202	PRINCIPLES OF MANAGERIAL ACCOUNTING	3
ECON 201	MICROECONOMIC PRINCIPLES	3
or ECON 203	HONORS MICROECONOMIC PRINCIPLES	
ECON 202	MACROECONOMIC PRINCIPLES	3
or ECON 204	HONORS MACROECONOMIC PRINCIPLES	
ECON 205	STATISTICS FOR BUSINESS AND ECONOMICS I	3
or MATH 231	BASIC STATISTICS	
MKTG 341	PRINCIPLES OF MARKETING	3
MNGT 361	LEADERSHIP AND MANAGEMENT	3
FIN 330	ESSENTIALS OF FINANCIAL MANAGEMENT	3
Total Units		24

Four-Year Plan of Study

Sample Four-Year Plan

The selected course sequence below is an example of the simplest path to degree completion. Based on course schedules, student needs, and student choice, individual plans may vary. Students should consult with their adviser to make the most appropriate elective choices and to ensure that they have completed the required number of units (120) to graduate.

Freshman

Term 1	Units Term 2	Units
ECON 201 or 203 (Core 6) ²	3 ECON 202 or 204 ²	3
Core 1 (or Core 2)	3 ECON 205 or MATH 231 (Core 3) ²	3
Core 4	3 KNES 280	3
Core 5	3 Core 2 (or Core 1)	3
Core 10	3 Core 11	3
	15	15

Sophomore

Term 1	Units Term 2	Units
ACCT 201 ²	3 ACCT 202 ²	3
Core 7	4 Core 8	4
Core 12	3 Elective (from list of approved courses) ¹	3
Core 13	3 Elective	3
Core 14	3 Elective	3
	16	16

Junior

Term 1	Units Term 2	Units
KNES 333	3 FIN 330 ²	3
KNES 353 (Core 9)	3 KNES 345	3
MKTG 341 ²	3 KNES 390	3
Elective (from list of approved courses) ¹	3 MNGT 361 ²	3
Elective	3 Elective (from list of approved courses) ¹	3
	15	15

Senior

Term 1	Units Term 2	Units
KNES 452	3 KNES 445	6
KNES 456	3 KNES 460	3
Elective (from list of approved courses) ¹	3 Elective	3
Elective	3 Elective	1
Elective	3	
	15	13

Total Units 120

¹ Please note that not all courses will be offered every term and some require prerequisites.

² Requirements for the BUAD Minor.

Learning Outcomes

1. Identify and analyze future directions and important trends associated with the sport industry.
2. Develop discipline-specific knowledge and skills related to marketing, management, legal, ethical, cultural and economic aspects of the sport industry.
3. Demonstrate professional preparation in the areas of information literacy, technology, presentation, analytic and critical thinking competencies required for employment in the sport industry.