



SPORT MANAGEMENT

H-E-B School of Business & Administration

Degree Overview

The BBA with a concentration in sport management is designed to prepare students for positions of leadership in professional sport franchises, collegiate athletics, and non-profit sport organizations. The program extends the business core concepts into the sport industry. Students learn the current practices of sport organizations used to build effective organizations, engage participants, and compete in diverse sport contexts. The program includes various projects with area sport organizations.

Goals/Outcomes

- Prepare leaders and managers for sport organizations
- Prepare graduates who are ready to pursue graduate and doctoral education
- Prepare graduates to work collaboratively within sport organizations
- Prepare graduates to identify and solve problems in the sport industry.

Positions Held by Recent Graduates

- Executive Director of the San Antonio Final 4 Organizing Committee
- Sponsorship Coordinator – UTSA Roadrunners Sports Properties
- San Antonio City Council Member – Advocate for public facilities
- San Antonio Spurs – Assistant Franchise Manager
- Group Sales Associate: Rampage – Spurs Sports and Entertainment
- University of the Incarnate Word – Compliance Coordinator
- Numerous MBA, MAA, and MS graduate students
- Director of Group Ticket Sales San Antonio Spurs
- Project Manager, San Antonio Organizing Committee
- Volunteer Coordinator, San Antonio Sports Foundation

Graduate School Opportunities

Students have the option to enter graduate school in programs including an MBA with a Sport Management Concentration, an MAA with a Sport Management Concentration, or a Master of Science in Sport Management.

Courses

To fulfill the requirements for award of the sports management concentration, the student must complete 18 semester hours:

- SMHP 3301 Introduction to Sports Management
- SMHP 3302 Human Factors in Sports Management
- SMHP 3303 Seminar in Sports Organizations and the Public Market
- SMHP 3319 Internship in Sports Management
- PEHP 4345 Psychomotor Development: Educational Implications
- BMKT 3333 Integrated Marketing

Program Coordinator

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BBA with Concentration in Sport Management - Four-Year Degree Plan

First Year

Fall Semester		Spring Semester	
Course	Hours	Course	Hours
MATH 1304 College Algebra	3	MIS 2321 Introduction to Information Systems	3
DWHP 1200 Dimensions of Wellness	2	ENGL 1312 Composition II	3
ENGL 1311 Composition I	3	HIST History 1312 or 1322	3
PHIL 1381 Introduction to Philosophy	3	ECON 2302 Principles of Microeconomics	3
ECON 2301 Principles of Macroeconomics *	3	RELS Religion 1305, 1315, 1325, or 1335	3
PEHP PE Activity	1		
Total Hours	15	Total Hours	15

Second Year

Fall Semester		Spring Semester	
Course	Hours	Course	Hours
ACCT 2311 Principles of Accounting I	3	ACCT 2312 Principles of Accounting II	3
Fine Arts **	3	MIS 2325 Information Management Applications	3
ENGL 2310 World Literature Studies	3	BMGT 3340 Management Theory and Practice	3
LANG 1311 Modern Language I	3	LANG 1311 Modern Language II	3
RELS/PHIL ***	3	Science with Lab ****	4
Total Hours	15	Total Hours	16

Third Year

Fall Semester		Spring Semester	
Course	Hours	Course	Hours
BLAW 3317 Business Law	3	BFIN 3321 Principles of Financial Management	3
BINT 3331 International Business Management	3	General Elective	3
BMGT 3370 Business Statistics	3	BMGT 3371 Management Science	3
BMKT 3331 Principles of Marketing	3	BMKT 3333 Integrated Marketing	3
SMHP 3301 Intro to Sports Management	3	SMHP 3302 Human Factors in Sport Management	3
Total Hours	15	Total Hours	15

Fourth Year

Fall Semester		Spring Semester	
Course	Hours	Course	Hours
BMGT 4380 Integ. Bus. Analysis/Dec. Making I	3	BMGT 4381 Integ. Bus. Analysis/Dec. Making II	3
PEHP 4345 Psychomotor Dev: Edu. Implications	3	SMHP 3319 - Internship in Sport Management	3
SMHP 3303 Seminar in Sport Orgs. and the Market	3	General Elective	3
General Elective	3	General Elective	3
General Elective	3	General Elective	2
Total Hours	15	Total Hours	14

*Macroeconomics fulfills the Social Science requirement.

**Three hours of a performance or history course in Visual Art, Dance, Music, or Theatre.

***Any three hour religion or advanced philosophy course.

****BIOL 1402.401, 2321/2121 CHEM 2301/1101 ENSC 1410 GEOL 1401, 1402, 1416, 1417, 2410, 3420, 3430, 3450 PHYS 2305/2105

120 hours needed to complete the BBA with a Sports Management concentration.

Catalog 2013-2015