

SPORT MANAGEMENT (BBA)

2021-2022 RECOMMENDED PROGRAM SEQUENCE (Full-time)

120 CREDITS

SPRT MG BBA

FRESHMAN YEAR					
Fall Semester		(15 credits)	Winter Semester		(15 credits)
ACES100	Achieving Career and Education Success	3	BITS211	Microcomputer Applications: Spreadsheet	3
CISP111	Requirements Planning and Development	3	COMM120	Presentation Techniques	3
ENGL109	Composition	3	ENGL110	Advanced Composition	3
MATH120 or MATH125	College Mathematics or Intermediate Algebra	3	SPMG211	Sport Management Foundations	3
SOSC201	Diversity and Society	3	STAT220	Introductions to Statistics	3
SOPHOMORE YEAR					
Fall Semester		(16 credits)	Winter Semester		(16 credits)
ACCT201	Accounting Foundations I	4	ACCT202	Accounting Foundations II	4
HRMG213	Human Resource Management	3	ECON 200	Microeconomics	3
PSYC101	Introduction to Psychology	3	FINC211	Corporate Finance	3
SPMG275	Athletic Leadership and Coaching	3	MKTG212	Professional Selling	3
SPMK210	Sport Marketing	3	SPMG290*	Sophomore Sport Management Internship	3
*Students should take SPMG 290 Sport Management Internship at the end of sophomore year. Don't wait any longer than necessary.					
JUNIOR YEAR					
Fall Semester		(15 credits)	Winter Semester		(15 credits)
DATA275	Introduction to Data Analytics	3	BUSN210	Professional Ethics	3
ECON201	Macroeconomics	3	FINC235	Financial Analysis for Business Managers	3
ENGL311	Professional Writing	3	SPMG364	Sport Operations and Facility Management	3
GPMT287	Principles of Project Management	3	SPMG390**	Junior Sport Management Internship	3
LEGL334	Legal Aspects of Sport Management	3		Open Elective	3
**Students should take SPMG390 Sport Management Internship at the end of their Junior year. Don't wait any longer than necessary.					
SENIOR YEAR					
Fall Semester		(15 credits)	Winter Semester		(13 credits)
MKTG322	Digital Marketing	3	SPMG421	Sport Governance and Regulation	3
SPMK350	Sport Advertising and Promotion	3	SPMG445	Global Sport Industry	3
SPMG370	Sport Analytics	3	SPMG495	Sport Management Planning Capstone	4
	Open Elective	6		Open Elective	3

This information is subject to change and cannot be considered an agreement or contract between individual students and Davenport University. Refer to the current University catalog to confirm degree requirements.

Last Updated:

Finalized: 1.4.21 TT