



Richard E. & Sandra J. Dauch

**COLLEGE OF  
BUSINESS & ECONOMICS**  
ASHLAND UNIVERSITY



## Curriculum Guide: B.S.B.A. in Sport Management

*Four Year Curriculum Guide (Beginning with the 2024 catalog)*

### Year 1 - Fall Semester

| Course # | Title                              | CR        |
|----------|------------------------------------|-----------|
| ENG 101  | English Composition I (Core 1)     | 3         |
| CORE     | Institutional Requirement (Core 2) | 3         |
| CORE     | Institutional Requirement (Core 7) | 3         |
| MGT 240  | Introduction to Management         | 3         |
| SMG 161  | Intro to Sport, Rec., & Leisure    | 3         |
| SMG 168  | Field Experience in Sport I        | 1         |
|          |                                    | <b>16</b> |

### Year 2 - Fall Semester

| Course # | Title                              | CR        |
|----------|------------------------------------|-----------|
| MAJOR    | Major Elective (1)                 | 3         |
| ACCT 202 | Managerial Accounting              | 3         |
| MATH 108 | Introductory Statistics (Core 6)   | 3         |
| MKT 233  | Principles of Marketing            | 3         |
| ECON 232 | Microeconomics (Core 3)            | 3         |
| CORE     | Institutional Requirement (Core 9) | 3         |
|          |                                    | <b>18</b> |

### Year 3 - Fall Semester

| Course # | Title                               | CR        |
|----------|-------------------------------------|-----------|
| SMG 405  | Management in Sport (FA)            | 3         |
| MAJOR    | Major Elective (2)                  | 3         |
| MINOR    | Minor Course (3)                    | 3         |
| MGT 323  | Business Communications             | 3         |
| CORE     | Institutional Requirement (Core 11) | 3         |
| CORE     | Institutional Requirement (Core 12) | 3         |
|          |                                     | <b>18</b> |

### Year 4 - Fall Semester

| Course # | Title                                    | CR        |
|----------|--|-----------|
| SMG 440  | Professional Seminar in Sport Mgmt. (FA) | 3         |
| MGT 489  | Senior Seminar                           | 3         |
| MGT 499  | Senior Assessment                        | 1         |
| CORE     | Institutional Requirement (Core 14)      | 3         |
| CORE     | Institutional Requirement (Core 15)      | 3         |
| MINOR    | Minor Course (4)                         | 3         |
|          |  | <b>16</b> |

This plan accommodates a 15 credit hour minor.

Refer to program evaluation for verification of program progress.

Institutional Requirements (CORE) - refer to catalog for specific guidelines/course options.

### Year 1 - Spring Semester

| Course # | Title                              | CR        |
|----------|------------------------------------|-----------|
| ENG 102  | English Composition II (Core 4)    | 3         |
| CORE     | Institutional Requirement (Core 8) | 3         |
| MIS 221  | Information Technology             | 3         |
| ACCT 201 | Financial Accounting               | 3         |
| SMG 255  | Leadership: Theory & Practice      | 3         |
|          |                                    | <b>15</b> |

### Year 2 - Spring Semester

| Course # | Title                               | CR        |
|----------|-------------------------------------|-----------|
| SMG 238  | Field Experience in Sport II        | 2         |
| SMG 435  | Global Perspectives in Sport (SP)   | 3         |
| ECON 233 | Macroeconomics (Core 5)             | 3         |
| CORE     | Institutional Requirement (Core 10) | 3         |
| MINOR    | Minor Course (1)                    | 3         |
| MINOR    | Minor Course (2)                    | 3         |
|          |                                     | <b>17</b> |

### Year 3 - Spring Semester

| Course # | Title                               | CR        |
|----------|-------------------------------------|-----------|
| MGT 401  | Business Law I                      | 3         |
| SMG 415  | Sport Marketing (SP)                | 3         |
| MGT 319  | Operations Management               | 3         |
| CORE     | Institutional Requirement (Core 13) | 3         |
| FIN 228  | Financial Management                | 3         |
|          |                                     | <b>15</b> |

### Year 4 - Spring Semester

| Course # | Title                         | CR       |
|----------|-------------------------------|----------|
| SMG 450  | Internship in Sport (BUS 339) | 6        |
| BUS 339S | Business Work Experience      | 0        |
|          |                               | <b>6</b> |

**Total Credit Hours 121**

### OFFICE OF ADMISSIONS

401 College Avenue Ashland, OH 44805  
**Phone:** 419.289.5052 **Fax:** 419.289.5999  
**E-Mail:** enrollme@ashland.edu