

UCCS College of Business

UNIVERSITY OF COLORADO COLORADO SPRINGS

COLLEGE OF BUSINESS - SPORT MANAGEMENT PROGRAM 2014-2015 ACADEMIC YEAR UNDERGRADUATE CURRICULUM

The University of Colorado Colorado Springs, along with the College of Business, was established in 1965. The College, which is accredited by The Association to Advance Collegiate Schools of Business (AACSB International), awards the Bachelor of Science in Business degree.



GENERAL REQUIREMENTS

All students enrolled in the College of Business are subject to academic policies and procedures as outlined in the University of Colorado Colorado Springs Academic Catalog. *Please read the 2014 – 2015 Catalog carefully.*

The undergraduate degree requires 120 semester hours with courses covering general education, general business, and specific areas of interest (emphases/minors).

Upper-division Hours: A minimum of 45 credits must be upper-division (3000 or 4000-level) course work.

Residency: College of Business students must complete a minimum of 30 credits as business students to include the 18 credits in the area of emphasis and BUAD 4000 & 4500.

Transfer Restriction: A maximum of 60 semester hours of appropriate academic credit taken at a junior or community college may be applied toward the undergraduate degree in business.

The College reserves the right to disallow any credit that is not appropriate academic degree credit.

The College does not allow students to pursue a 2nd bachelor's degree in business.

All students in AACSB Accredited programs must complete a minimum of 45 credits in business.

The College of Business divides the business curriculum into two parts: Skills Courses and the Professional Program.

Skills courses are completed in the freshman and sophomore years and provide students with a foundational knowledge of business skills and competencies. Skills courses must be completed with a C- or better and are the following courses: ACCT 2010, ACCT 2020, BUAD 3000, ECON 1010, ECON 2020, ENGL 1310, MATH 1040, MATH 1120, QUAN 2010, and QUAN 2020.

Upon the successful completion of the freshman and sophomore years, business students move on to the Professional Program. The Professional Program gives students the opportunity to gain knowledge of core business concepts but also allows students a focused area of study in their chosen emphasis. The Professional Program consists of the Junior Core classes (FNCE 3050, MGMT 3300, MKTG 3000, INFS 3000 and OPTM 3000), an emphasis (18 hours - courses depend on student's choice) and two Senior Capstone courses (BUAD 4000 and 4500). All Professional Program courses must be completed with a C- or better.

Emphasis students must maintain the following criteria:

- 2.0 cumulative CU GPA
- 2.5 College of Business GPA
- 2.5 Area of Emphasis GPA
- Completion of all Skills, Junior Core, Capstone and Emphasis courses with no grade below C-.

Students not meeting the above criteria will not graduate with a Professional Program Area of Emphasis, but may qualify for a General Business degree if their CU and Business GPAs are at least a 2.0.



**Sport
Management**

2014-15 Sport Management Model Degree Program

The following four-year plan lists all the specific course requirements for the Bachelor of Science in Business degree. The order in which these courses are taken may vary with course availability. However, normal degree progress in the College of Business requires that students complete the degree in a freshman, sophomore, junior, senior sequence.

Students are responsible for completing all course prerequisites; prerequisites are strictly enforced.

All skills, core, emphasis, and capstone courses must be completed with a C- or better.

All classes are presumed to be 3 credits unless otherwise noted.

FRESHMAN YEAR

_____ GPS 1010 Gateway Program Seminar ¹	_____ ECON 2020 Introduction to Macroeconomics
_____ ECON 1010 Introduction to Microeconomics ²	_____ ENGL 2080 Business and Administrative Writing ³
_____ ENGL 1310 Rhetoric & Writing I ³	_____ INFS 1100 MS Office & Computer Basics
_____ MATH 1040 College Algebra ⁴	_____ MATH 1120 Calculus for Business & Economics ⁴
_____ SPTM 1000 Introduction to Sport Management	_____ Explore – Arts, Humanities and Cultures ⁵

SOPHOMORE YEAR

_____ ACCT 2010 Financial Accounting	_____ ACCT 2020 Managerial Accounting
_____ COMM 2010/2100 Public Speaking	_____ BUAD 3000 Integrated Skills for Management ⁷
_____ QUAN 2010 Business Statistics	_____ MKTG 3000 Marketing
_____ SPTM 2000 Sport Law	_____ QUAN 2020 Process & Statistics-Based Decisions
_____ SPTM 2350 Sport Science for Sport Adm ⁶ (4 credits)	_____ SPTM 2960 Field Experience (1 credit)
	_____ Open Elective ⁸

JUNIOR YEAR

_____ FNCE 3050 Basic Finance	_____ BUAD 4000 Business, Govt, Law & Society ¹¹
_____ INFS 3000 Intro to Mgmt Information Systems	_____ OPTM 3000 Fundamentals/Operations Mgmt
_____ Writing Intensive ¹⁰ or Open Elective ⁸	_____ SPTM 4300 Facility, Ticketing, & Event Management
_____ MGMT 3300 Intro to Management ⁹	_____ Sport Emphasis Course ¹²
_____ MKTG 4510 Sports Marketing	_____ SPTM 3960 Internship
	_____ <i>Writing Portfolio (PORT 3000 required, zero credit)</i> ¹³

SENIOR YEAR

_____ BUAD 4500 Cases/Concepts in Business Policy ¹⁴	_____ SPTM 4960 Internship (4 credits)
_____ SPTM 4200 Critical Issues in Sport Management	_____ Sport Emphasis Course ¹²
_____ Sport Emphasis Course ¹²	_____ Business Course ¹⁵
_____ Open Elective ⁸	_____ Open Elective ⁸
_____ Open Elective ⁸	

- Notes:
1. Compass Curriculum Gateway Experience course.
 2. ECON 1010 fulfills the Explore - Society, Social and Economic Institutions, Health, and Human Behavior for Compass Curriculum.
 3. ACT and SAT scores will be used for placement in English courses. ENGL 1310 and 2080 are required for the Compass Curriculum Core Writing courses.
 4. Students needing to take MATH 1040 or higher must take the university's math placement exam. MATH 1120 fulfills the Compass Curriculum Quantitative Reasoning course requirement.
 5. Choose an Explore Arts, Humanities and Culture course.
 6. This course fulfills the Explore – Physical & Natural World requirement for Compass Curriculum.
 7. BUAD 3000 fulfills one of the two required Compass Curriculum Writing Intensive courses.
 8. An open elective is any college-level course.
 9. MGMT 3300 fulfills the Compass Curriculum Inclusiveness component.
 10. Choose a Compass Curriculum Writing Intensive Course if not fulfilled in your Arts, Humanities, and Culture course.
 11. BUAD 4000 fulfills the Compass Curriculum Advanced Core Course and Sustainability Components.
 12. Sport Emphasis courses are on the 3rd page of the Model Degree Plan.
 13. Students must submit enroll in PORT 30000 to submit their Writing Portfolio or enroll in an additional upper division writing course.
 14. BUAD 4500 fulfills the Compass Curriculum Capstone requirement.
 15. A business course is any course offered by the College of Business that is not already required for the degree. These courses can also be minor courses.

Sport Emphasis Courses (choose three from the list below, one of which must be SPTM 4250 and/or SPTM 4450)*

HRMG 4380 Human Resource Management

MKTG 4650 Promotion Management & Strategy

MKTG 4800 Marketing Policies & Strategy

MGMT 4110 Experiences in Leadership

MGMT 4370 Organizational Development & Change

OPTM 3390 Managing Projects for Competitive Advantage

MKTG 3300 Marketing Research

***SPTM 425** ***SPTM 4250** Management of Olympic, Intl, & Amateur Sports

MKTG 4400 Service Management & Marketing

SPTM 4350 Sport Economics & Finance

MKTG 4500 Retailing Strategy

***SPTM 4450** Collegiate Athletic Administration

MKTG 4550 Contemporary Issues in Marketing

Students should work with advisors in selecting electives best suited for their professional interest areas for the direction they intend their sport emphasis to take them upon graduation.

SPTM Course Descriptions

SPTM 1000 - Introduction to Sport Management: A survey of the history of modern sport; examination of the foundation, operations, philosophy, and trends of contemporary sport management. Presentation of skills and techniques to prepare students to administer programs in diverse sport settings; issues and complex problems that confront sport leaders are emphasized.

SPTM 2000 - Principles of Sport Law: Investigation and analysis of the law and legal issues in sport settings. Topics include negligence theory, risk management, common defenses, product liability, insurance, contracts, and implications for event development and operations.

SPTM 2350 - Sport Science for Sport Administrators: Integration of exercise training and testing into business practices of sports organizations. Interdisciplinary lecture/lab format introduces and emphasizes roles and impact of human anatomy, exercise physiology, bio-mechanics, growth and development, nutrition, training principles, and drug testing in the development and management of sport.

SPTM 2960 - Field Experience in Sport Management: Provides students the opportunity to gain practical knowledge and hands-on experience in event operations, management, and logistics while learning skills to assist in the application and interview process for future internships/jobs.

SPTM 3960 - Internship in Sport Management: Undergraduate internship for Sport Management students.

SPTM 4200 - Critical Issues in Sport Management: This course focuses on three issues: 1) the social-cultural context within which sports reside, 2) management and leadership of sports organizations, 3) ethical issues faced by sport managers.

SPTM 4250 Management of Olympic, International, and Amateur Sports: This course focuses on three areas of study: 1) the broader environmental factors that shape international, Olympic and amateur sport, 2) the organization and governance of sport, 3) the history, role and value of the Olympic movement.

SPTM 4300 - Facility, Ticketing, and Event Management: Designed to assist the student in understanding sport facility management, ticket sales, and event functions and procedures. Includes site visits and discussions of issues and challenges that confront venue managers and operations.

SPTM 4350 Sport Economics & Finance: Provides students with the structure necessary to understand the role of a financial manager and the economics of sport in the sports industry. Considerable time will be spent on time value of money, return on investment, valuation, decision making, and management as it applies to financial roles in sports.

SPTM 4450 Collegiate Athletic Administration: This course focuses on issues of special importance to collegiate athletic administrators including topics such as governance, compliance, budgeting, program policies, recruiting, public relations, fundraising and effective leadership.

MKTG 4510 - Sports Marketing: Prepares students to market sports and entertainment products, events, services, and activities. Topics include the practical and legal aspects of sport event planning, promotion, and operations. Involves the development of a creative marketing plan for a community sporting event.

SPTM 4960 - Internship in Sport Management: Undergraduate internship for Sport Management students.

Sport Internships

In the Sport Management Program, students are required to acquire and successfully complete two sport internships to graduate with a Bachelor of Science in Business degree with an emphasis in Sport Management from UCCS.

The Colorado Springs sport centric community is able to offer a variety of unique internship opportunities. Internships are typically conducted with local sports organizations such as the United States Olympic Committee, 25+ USA National Governing Bodies, Colorado Springs Sports Corporation, Colorado-based professional sport clubs, local collegiate programs or other select private and public sports organizations. Positions can be competitive and students are responsible for obtaining their internship opportunities as well as the transportation to and from these opportunities.

International opportunities with select English soccer clubs may be available for seniors with exceptional qualifications. Students interested in international internships will need to be prepared to cover the additional costs associated with international travel, housing, and dining.

Students must apply for internships following the procedures established by the Internship Coordinator and each organization; these procedures will vary greatly between organizations, and it is the student's responsibility to ensure that all applications and supporting materials are filed in a timely manner. All placements must be approved by the Internship Coordinator prior to enrolling; failure to do so may result in the internship not being approved for credit. During an internship, students must keep a weekly journal of their experiences and people they meet along with a paper summarizing their experiences, challenges, learnings and more. Students may be dismissed from the Sport Management program for unsatisfactory performance on an internship.

Most common internship placement sites:

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|---------------------------------|-----------------------------------|---------------------|
| ✓ Air Force Athletics | ✓ Pikes Peak Hill Climb | ✓ USA Hockey |
| ✓ Colorado College Athletics | ✓ Sky Sox | ✓ USA Judo |
| ✓ Colorado Rapids | ✓ Sports Corp | ✓ USA Karate |
| ✓ Domann & Pittman | ✓ UCCS Athletics | ✓ USA Taekwondo |
| ✓ Everton Football Club (EPL) | ✓ United States Olympic Committee | ✓ USA Triathlon |
| ✓ Glazier Football Clinics | ✓ USA Badminton | ✓ USA Volleyball |
| ✓ Major League Alumni Marketing | ✓ USA Cycling | ✓ USA Weightlifting |

Sport Management Activity Council (S.M.A.C.)

S.M.A.C. is the student led organization that promotes professional development in our students by offering a variety of events each semester. Students are expected to attend as many events as possible to expand their knowledge and network with professionals in the industry. Example events include:

- Guest Speakers
- Professional Development workshops
- Networking events with sport organizations & professionals
- Semester kickoff events to reunite students through food and games
- Program ski trip to Breckenridge

