

Bachelor of Science in Sport Management

The **Sport Management** program at the University of Kansas builds on general education and introductory courses through nine core courses and an 18-credit hour minor in business, psychology, or journalism & mass communications. Students complete courses in sociology of sport, sport ethics, sport facilities and event management, sport law, sport fundraising and sponsorship, sport finance and economics, sport communication, sport marketing, and personnel management. The culminating experience is a semester-long internship working in a student-selected area of sport management. This degree program prepares graduates for entry-level positions in intercollegiate athletics, professional sports, recreational programs, and the fitness industry.

Incoming Freshman Students: Students can be admitted into the Sport Management or Exercise Science program as freshmen if they meet KU's assured admission standards and declare Sport Management or Exercise Science as their major.

Incoming Transfer Students: Students can be admitted into Sport Management or Exercise Science as transfer students if they are admitted to KU, declare Sport Management or Exercise Science as their major, and meet the following criteria:

- A KU + Transfer Cumulative GPA of at least 2.75

Current KU Students: Students can be admitted into Sport Management or Exercise Science as current KU students if they meet the following criteria:

- A KU + Transfer Cumulative GPA of at least 2.75

Students that do not meet the requirements above can petition through the online [SOEHS Admission Petition form](#).

For information about initial admission to KU, visit the Office of Admissions (<https://admissions.ku.edu/>). Visit the Office of International Support Services (<http://www.iss.ku.edu/>) for information about international admissions.

Primary responsibility for meeting graduation requirements rests with the student.

- Complete an approved program with a minimum of 120 credit hours of course work. At least 30 hours must be taken in residence.
- A 2.75 minimum KU + Transfer Cumulative grade-point average for all academic coursework, including transfer hours.
- Other general regulations of the School and University, including KU Core Goal requirements.
- Successful completion of internship or approved electives.

Requirements to begin internship:

- A minimum KU + Transfer Cumulative grade-point average of 2.75.
- All program requirements must be completed before internship.

B.S. in Sport Management

Code	Title	Hours
Pre-Professional Coursework		
HSES 289	Introduction to Sport Management ¹	3
HSES 299	Careers in Sport Management	3
Select one of the following:		3-4
ECON 104	Introductory Economics	
ECON 142	Principles of Microeconomics	
ECON 144	Principles of Macroeconomics	
HSES 260	Personal and Community Health	3
Major Requirements		
HSES 380	Sociology of Sport	3
HSES 381	Sport Ethics	3
HSES 382	Sport Facilities and Event Management	3
HSES 384	Sport Law	3
HSES 481	Sport Fundraising and Sponsorship	3
HSES 483	Sport Finance and Economics	3
HSES 485	Sport Communication	3
HSES 486	Sport Marketing	3
HSES 487	Personnel Management in Sport	3
Elective course		1
HSES 488	Pre-Internship Seminar	1
Capstone Course		
HSES 499	Internship in Sport Management ²	15
Select FIVE Upper Division Electives		
HSES 484	Sport in Film	
HSES 491	Foundations of Name, Image, Likeness	
HSES 492	Athlete and Personal Branding	
HSES 493	Content Creation in Sport	
HSES 598	Special Course: _____	
AMS 330	American Society	
COMS 310	Advanced Organizational Communication	
COMS 330	Effective Business Communication	
COMS 335	Mass Media and Politics	
ENGL 362	Foundations of Technical Writing	
HSES 330	Principles of Nutrition and Health	
HSES 489	Health and Human Sexuality	
JMC 540	Sports, Media and Society	
MGMT 310	Principles of Management	
MGMT 470	Leadership in Business Organizations	

Students must complete at least one of the four minors: Minor in Athletics Coaching (<https://catalog.ku.edu/education/health-sport-exercise-sciences/minor-athletics-coaching/#minorrequirementstext>), Minor in Business (<https://catalog.ku.edu/business/minor/#requirementstext>), Minor in Journalism and Mass Communications (<https://catalog.ku.edu/journalism-mass-communications/minor/#requirementstext>), or Minor in Psychology (<https://catalog.ku.edu/liberal-arts-sciences/psychology/minor-psychology/#requirementstext>).

¹ Must have a grade of "C-" or better.

² All coursework must be completed before the internship is approved. A 2.75 KU + Transfer Cumulative GPA is required before one can apply for internship. Internship students are required to be present at the

internship site a minimum of 40 hours per week for 16 weeks - NO EXCEPTIONS.

This is a sample plan of study. Students should consult with their academic advisor to create an individualized plan for degree completion.

Year 1

Fall	Hours	Spring	Hours
ENGL 101 (Core 34: English (SGE)) ^{010**}	3	ENGL 102 (Core 34: English (SGE)) ^{010**}	3
MATH 101 (Core 34: Math and Statistics (SGE)) ^{030*}	3	COMS 130 (Core 34: Communications (SGE)) ^{020**}	3
PSYC 104 or SOC 104 (Core 34: Social and Behavior Science (SGE)) ^{050**}	3	HSES 299	3
HSES 260	3	BIOL 100 (Core 34: Natural and Physical Sciences (SGE)) ^{040**}	3
HSES 289	3	BIOL 102 (Core 34: Natural and Physical Sciences (SGE)) ^{040**}	1
		Core 34: Arts and Humanities (SGE) ⁰⁶⁰	3
	15		16

Year 2

Fall	Hours	Spring	Hours
PHIL 160 (Core 34: Arts and Humanities (SGE)) ^{060**}	3	HSES 380	3
ECON 104, 142, or 144 (Core 34: Social and Behavior Science (SGE)) ^{050**}	3	HSES 381	3
Core 34: US Culture (SGE) ⁰⁷⁰	3	HSES 382	3
Upper Division Elective ¹	3	Upper Division Elective ¹	3
Required Minor Course ²	3	Required Minor Course ²	3
	15		15

Year 3

Fall	Hours	Spring	Hours
HSES 384	3	HSES 483	3
HSES 481	3	HSES 485	3
Upper Division Elective ¹	3	Upper Division Elective ¹	3
Required Minor Course ²	3	Required Minor Course ²	3
Core 34: Global Culture (SGE) ⁰⁷⁰	3	Required Minor Course ²	3
	15		15

Year 4

Fall	Hours	Spring	Hours
HSES 486	3	HSES 499 (Capstone)	15
HSES 487	3		
HSES 488	1		
Upper Division Elective ¹	3		
Required Minor Course ²	3		

Elective	1	
	14	15

Total Hours 120

¹ Courses that fulfill the Upper Division Elective (p. 1) requirement

² See list of minors in Degree Requirement (p. 1) tab.

Notes:

* - This course is a Required major course and is also part of Core 34: Systemwide General Education. If this course is not taken to fulfill the Core 34:SGE requirement, it must be taken in place of elective hours.

** - This course is a Recommended Core 34: Systemwide General Education course. This specific course is not required but is recommended by the program's faculty.

*** - This course is a Required Core 34: Systemwide General Education course. This program is approved by the Kansas Board of Regents to require this specific Core 34: Systemwide General Education course. If a student did not take this course it must be taken in addition to other degree requirements.