

Sports, Entertainment, Event - Management - B.S.

Effective Fall 2020, Johnson & Wales University will complete its transition from a term calendar to a semester calendar. Starting with the 2020–21 catalog, all programs will represent course requirements in semester credit hours rather than quarter credit hours. Students who started on terms and will finish their degree requirements on semesters should consult with their assigned academic counselor in Student Academic Services or faculty advisor on semester transition academic planning.

The Sports, Entertainment, Event — Management (SEEM) bachelor's degree program prepares students to enter the multi-billion-dollar sports, entertainment and event management industry with the skills and knowledge to excel in their career. A managerial foundation provides a solid core of industry-relevant courses and a theoretical background. Coursework is coupled with professional preparation, active-learning classrooms and access to industry professionals.

During the first year of the program, students begin taking foundational courses in sports, entertainment and event management. As they progress into more advanced coursework, students have the option of moving into specializations to begin tailoring their degree to best meet their future goals. Specializations such as Sports Management, Event Management, Live Entertainment Management or General Studies are available to all incoming freshmen. Courses within the program include professional sports management, athletics coaching and administration, weddings and ceremonies, sports and entertainment marketing, concert and event production, media literacy, ticketing methods and data analysis, international venue management, contract negotiations and agreements, and ancillary services/revenue management.

With 22.5 free electives available, students also have the option to participate in 1 or 2 term-long, off-site internships under the direction of an industry professional. This experience allows students to actively participate in the real-world setting of sales and marketing, sports management, venue management, event production, and golf course/private club operations. Students can also choose to participate in a study abroad program, select a minor or take additional courses outside of their discipline to enhance their learning experience.

Upon completion of the program, graduates are expected to:

- Apply the major concepts, skills and values of the sports, entertainment and event management industry by integrating the concepts of marketing, finance, operations and ancillary services in the management of a range of events.
- Communicate effectively to diverse audiences, purposes and situations in a variety of contexts within the sports, entertainment and event management industry.
- Use decision-support tools to solve problems and facilitate organizational processes by applying critical thinking and ethical problem solving to management decisions within the sports, entertainment and event management industry.
- Analyze and apply the process of negotiations within the sports, entertainment and event management industry.
- Demonstrate leadership skills and adapt them to a diverse global market in the sports, entertainment and event management industry.

Upon completion of the Sport Management specialization, graduates are expected to:

- Analyze and apply sport business principles to generate informed and fiscally sustainable decisions on behalf of a sports organization

Upon completion of the Event Management specialization, graduates are expected to:

- Utilize event management tools and processes to create, execute and evaluate an event.

Upon completion of the Live Entertainment specialization, graduates are expected to:

- Analyze and evaluate critical components of live entertainment management.

Graduates of the Sports, Entertainment, Event — Management degree program are prepared for a variety of careers within amateur and professional

sports teams, entertainment venues, conferences and trade shows, event management and production companies. Options exist both nationally and internationally for graduates of this program.

Sports, Entertainment, Event — Management

A four-year program leading to the bachelor of science degree

Business Foundations		
ACCT1210	Financial Accounting	4.5
CAR0010	Career Management	1
FISV2000	Finance	4.5
FIT1040	Spreadsheet Design for Business Solutions	4.5
LAW2001	The Legal Environment of Business I	4.5
MRKT1001	Principles of Marketing	4.5
Major Courses		
COHM4799	College of Hospitality Management Advanced Internship	13.5
MGMT2001	Human Resource Management	4.5
SEE1001	Introduction to the Sports, Entertainment and Event Management Industry	4.5
SEE1010	Sports, Entertainment, Event — Management First Year Student Seminar	2.25
SEE2020	The Business of Event Management	4.5
SEE3850	Negotiations and Agreements in Hospitality, Sports, Entertainment and Event Management	4.5
SEE4060	Sports/Entertainment/Event Management Seminar	4.5
Major Courses/Specialization		
Choose Additional Major Courses or a Specialization listed below†		36
SEE2005	The Business of Sports	
SEE2030	The Business of the Entertainment Industry	
SEE3008	Ancillary Services and Revenue Management in the Sports, Entertainment and Event Industry	
SEE3010	Ticketing Methods and Data Analysis in Sports, Entertainment and Event Management	
SEE3045	New Media Literacy in Sports, Entertainment and Event Management	
SEE3065	Fundamentals of Fundraising and Philanthropy	
SEE3160	Sponsorship, Sales and Relationship Management	
SEE4050	International Sports, Entertainment, Event and Venue Management	
A&S Core Experience		13.5
Communications Foundations Courses		
ENG1020	English Composition	
ENG1021	Advanced Composition and Communication	
ENG1030	Communication Skills	
Integrative Learning		9
Two ILS courses, one at the 2000 level, one at the 4000 level		
Arts and Humanities		9
PHIL3240	Ethics: A Global Perspective	
One course from ART, HIST, HUM±, LIT or REL		
Mathematics		9
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	
MATH2001	Statistics	
Science		4.5
One course from BIO^, CHM±, PHY* or SCI		
Social Sciences		9
ECON1001	Macroeconomics	
One course from ANTH ^{oo} , LEAD, PSCI, PSYC or SOC		
A&S Electives		9
Two courses with an EASC attribute, at least one at 3000 level or higher.		
Free Electives #		
22.5 credits selected from 1000-4999 numbered offerings within the university.		22.5
Total Credits		183.25

Visit Courses by Subject Code for a listing of all campus courses.

‡HUM courses are not offered in North Miami or Online.

^BIO courses are not offered in North Miami, Charlotte or Online.

¶CAD courses are only offered in Providence.

±CHM courses are not offered in North Miami or Online.

*PHY courses are not offered in Charlotte.

^{oo}ANTH courses are not offered in North Miami or Charlotte.

In addition to classes, free elective credit can be applied to a number of options such as Directed Experiential Education (DEE), Internship, Minor or Study Abroad. For Accelerated Master's program students, up to three graduate-level courses may apply. Students are strongly encouraged to contact an adviser before scheduling free elective credits.

†Specialization in Event Management		36
SEE2150	Safety, Security and Risk Management in the SEEM Industry	
SEE3041	Special Event Protocol	
SEE3042	Weddings & Ceremonies	
SEE3060	Concert and Event Production	
SEE3065	Fundamentals of Fundraising and Philanthropy	
SEE3160	Sponsorship, Sales and Relationship Management	
SEE3170	International Exhibitions & Events	
SEE4110	Advanced Special Event Management	

†Specialization in Live Entertainment Management		36
FSM2110	Food and Beverage Operations in the Sports, Entertainment and Event Management Industry	
SEE2030	The Business of the Entertainment Industry	
SEE2150	Safety, Security and Risk Management in the SEEM Industry	
SEE3010	Ticketing Methods and Data Analysis in Sports, Entertainment and Event Management	
SEE3060	Concert and Event Production	
SEE3150	Television and Movie Production Management	
SEE3160	Sponsorship, Sales and Relationship Management	
SEE4050	International Sports, Entertainment, Event and Venue Management	

†Specialization in Sports Management		36
SEE2005	The Business of Sports	
SEE3008	Ancillary Services and Revenue Management in the Sports, Entertainment and Event Industry	
SEE3010	Ticketing Methods and Data Analysis in Sports, Entertainment and Event Management	
SEE3020	Professional Sports Management	
SEE3030	Athletic Coaching and Administration	
SEE3045	New Media Literacy in Sports, Entertainment and Event Management	
SEE3160	Sponsorship, Sales and Relationship Management	
SEE4020	Sports and Entertainment Marketing	

NOTE: Students must pass MATH0010 Basic Mathematics or have equivalent placement scores to enroll in required math course(s).

Students who graduate with a bachelor's degree must leave Johnson & Wales University with effective writing skills to fulfill the graduation writing requirement. These writing skills will be assessed at the completion of ENG1021 Advanced Composition and Communication. Students who have met the requirement of ENG1021 Advanced Composition and Communication or ENG1027 Honors Advanced Composition and Communications: Civic Discourse outside of Johnson & Wales University must fulfill the graduation writing requirement through successful completion of ENG0001 Writing Workshop.

In collaboration with academic colleges across all JWU campuses, JWU Study Abroad programs offer a variety of international options for major, minor, Arts & Sciences, and elective credit at many price points for students during the academic year and summer. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from one week to a full semester. Financial aid is applicable and scholarships are available. Visit the study abroad website for information, program descriptions and online applications.