

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

The Sports, Entertainment, Event — Management 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.

With 15 credits free electives available, students also have the option to participate in additional 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 Sports Management specialization (offered at the Providence and Charlotte campuses), 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 (offered at the Providence and Charlotte campuses), graduates are expected to:

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

Upon completion of the Live Entertainment specialization (offered at the Providence campus), 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	3
or ACCT2150	Accounting for Hospitality Service Organizations	
ACCT3150	Financial Management for Hospitality Service Organizations	3
or FISV2000	Finance	
FIT1040	Spreadsheet Design for Business Solutions	3
HOSP2040	Human Resources Management in Service Organizations	3
or MGMT2001	Human Resource Management	
LAW2001	The Legal Environment of Business I	3

or LAW2005	Hospitality Law	
Major Courses		
EVNT2020	The Business of Event Management	3
MRKT1001	Marketing Foundations	3
SEE1001	Introduction to the Sports, Entertainment and Event Management Industry	3
SEE2005	The Business of Sports	3
SEE2030	The Business of the Entertainment Industry	3
SEE3008	Ancillary Services and Revenue Management in the Sports, Entertainment and Event Industry	3
SEE3010	Ticketing Methods and Data Analysis in Sports, Entertainment and Event Management	3
SEE3045	New Media Literacy in Sports, Entertainment and Event Management	3
SEE3160	Sponsorship, Sales and Relationship Management	3
SEE3850	Negotiations and Agreements in Hospitality, Sports, Entertainment and Event Management	3
SEE4050	International Sports, Entertainment, Event and Venue Management	3
SEE4060	Sports/Entertainment/Event Management Seminar	3
Applied/Experiential Learning		
COHM4799	College of Hospitality Management Internship	12
A&S Core Experience		
Communications Foundations Courses		
ENG1020	Rhetoric & Composition I	9
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Integrative Learning		
Two ILS courses, one at the 2000 level, and one at the 4000 level		
Arts and Humanities		
PHIL3240	Ethics: A Global Perspective	6
One course from ART, HIST, HUM, LIT or REL		
Mathematics		
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	6
MATH2001	Statistics I	
Science		
One course from BIO, CHM, PHY or SCI		
Social Sciences		
ECON1001	Macroeconomics	6
One course from ANTH, LEAD, PSCI, PSYC or SOC		
A&S Electives		
Two courses with an EASC attribute		
Free Electives[#]		
15 credits selected from 1000-4999 numbered offerings within the university		15
Total Credits		120.0

In addition to classes, free elective credits may be applied to a number of options such as internship, study abroad, Directed Experiential Education courses and courses in a specialization or minor as relevant. For Accelerated Master's program students, up to three graduate-level courses may apply. Students are strongly encouraged to contact a faculty adviser before scheduling free elective credits.

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 are assessed in ENG1021 Rhetoric & Composition II. Students who have met the requirement of ENG1021 Rhetoric & Composition II 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.

Internships will be available but they will not be required. For online students who do not wish to register for an internship, 3000+ level college discipline-specific courses can be taken in place of the internship.

In collaboration with academic colleges across all JWU campuses, JWU Global Study Abroad programs offer a variety of international options for major, minor, arts and sciences, and elective credit at many affordable price points for students during the academic year, break periods, and summer. Faculty-led, exchange, affiliate, and direct-enroll programs range in duration from

one week to a full semester or full year. Financial aid may be applied and scholarships are available. Visit the study abroad website for information, program descriptions and online applications. Where will you go?