

# 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 management foundation provides a solid core of industry-relevant courses and a theoretical background. Coursework is coupled with professional preparation, experiential learning, 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 selecting specializations to customize their degree to meet their career aspirations.

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 sports management, event development, entertainment production and venue management. Another impactful option for students is a project-based course to develop an actionable plan and specific deliverable for an on or off campus client. 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 and synergize core industry and business knowledge realms within a sports, entertainment, and events management industry context.
- 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.
- 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, sports and entertainment venues, conferences and trade shows, event management and production companies and entertainment, concerts, and events. Opportunities 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	
FISV2000	Finance	3
or ACCT3150	Financial Management for Hospitality Service Organizations	
FIT1040	Spreadsheet Design for Business Solutions	3
LAW2001	The Legal Environment of Business I	3
or LAW2005	Hospitality Law	
MGMT2001	Human Resource Management	3
or HOSP2040	Human Resources Management in Service Organizations	
MRKT1001	Marketing Foundations	3

### Major Courses

EVNT2020	The Business of Event Management	3
SEE1001	Introduction to the Sports, Entertainment and Event Management Industry	3
SEE2005	The Business of Sports	3
SEE2030	The Business of Entertainment	3
SEE2150	Safety, Security and Risk Management in the SEEM Industry	3
SEE3018	Fan Engagement and the Guest Experience	3
SEE3860	Relationship Management: Sales, Sponsorship and Negotiations	3
SEE4050	International Sports, Entertainment, Event and Venue Management	3
SEE4060	Sports/Entertainment/Event Management Seminar	3
<b>Major Electives</b>		
Choose 12 credits from the following at the 2000 level or higher: EVNT, SEE, SPM		
<b>Applied/Experiential Learning</b>		
Choose 6 credits from the following:		
COHM4799	College of Hospitality Management Internship <sup>1c</sup>	
DEE3999	Directed Experiential Education <sup>D</sup>	
Study Abroad <sup>5a</sup>		
<b>A&amp;S Core Experience</b>		
Communications Foundations Courses		
ENG1020	Rhetoric & Composition I	
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	
One course from ART, HIST, HUM, LIT or REL		
Mathematics		
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	
MATH2001	Statistics I	
Science		
One course from BIO, CHM, PHY or SCI		
Social Sciences		
ECON1001	Macroeconomics	
One course from ANTH, GEND, LEAD, PSCI, PSYC, RES or SOC		
A&S Electives		
Two courses with an EASC attribute		
<b>Free Electives<sup>#</sup></b>		
15 credits selected from 1000-4999 numbered offerings within the university		
<b>Total Credits</b>		<b>120.0</b>

<sup>1c</sup>Typically, internships require a minimum of six credits. Students interested in a 9 or 12-credit internship can apply additional experiential learning and free elective credits, if available. Students are strongly encouraged to contact a faculty advisor before scheduling internship and free elective credits.

<sup>D</sup>Directed Experiential Education (DEE) opportunities are based on project availability with community partners and student eligibility. For more information, visit Experiential Education & Career Services (EE&CS).

<sup>5a</sup>To be eligible to count toward Applied/ Experiential Learning, a Study Abroad offering must meet certain requirements. Contact JWU Global to discuss eligible Study Abroad options for this degree program.

<sup>#</sup>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 students who qualify for the J2 program, up to four graduate courses may apply. Students are strongly encouraged to contact a faculty advisor before scheduling free elective credits.

Note: Students must pass MATH0010 Pre-Algebra or have equivalent placement scores to enroll in required math courses.

Note: Students must pass ENG0001 Writing Workshop or have equivalent placement scores to enroll in ILS 2000-level courses.

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, domestic, and digital options for major, minor, free electives, experiential learning, and transferable courses. There are many affordable options for students during a semester, winter session, spring and/or summer breaks. 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 some partners offer external scholarships. Premiere programs do not qualify for JWU scholarships or grants; however federal aid is available. Visit the study abroad website for information, program descriptions and online applications. Where will you go? Wherever you decide, make the best of your educational journey!