

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 or ACCT2150	Financial Accounting Accounting for Hospitality Service Organizations	3
ACCT3150 or FIVS2000	Financial Management for Hospitality Service Organizations Finance	3
CAR0010	Career Management	1
FIT1040	Spreadsheet Design for Business Solutions	3
HOSP2040 or MGMT2001	Human Resources Management in Service Organizations Human Resource Management	3

LAW2001 or LAW2005	The Legal Environment of Business I Hospitality Law	3
Major Courses		
EVNT2020	The Business of Event Management	3
MRKT1001	Marketing Foundations	3
SEE1001	Introduction to the Sports, Entertainment and Event Management Industry	3
SEE3850	Negotiations and Agreements in Hospitality, Sports, Entertainment and Event Management	3
SEE4060	Sports/Entertainment/Event Management Seminar	3
Major Courses/Specialization		
Choose additional major courses or a specialization listed below†		21
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	
SEE3160	Sponsorship, Sales and Relationship Management	
SEE4050	International Sports, Entertainment, Event and Venue Management	
Applied/Experiential Learning		
COHM4799	College of Hospitality Management Internship	12
A&S Core Experience		
Communications Foundations Courses		9
ENG1020	Rhetoric & Composition I	
ENG1021	Rhetoric & Composition II	
ENG1030	Communication Skills	
Integrative Learning		6
Two ILS courses, one at the 2000 level, and one at the 4000 level		
Arts and Humanities		6
PHIL3240	Ethics: A Global Perspective	
One course from ART, HIST, HUM, LIT or REL		
Mathematics		6
MATH1002	A Survey of College Mathematics (or higher, based on student's placement)	
MATH2001	Statistics I	
Science		3
One course from BIO, CHM, PHY or SCI		
Social Sciences		6
ECON1001	Macroeconomics	
One course from ANTH, GEND, LEAD, PSCI, PSYC, RES or SOC		
A&S Electives		6
Two courses with an EASC attribute		
Free Electives #		
15 credits selected from 1000-4999 numbered offerings within the university		15
Total Credits		121.0
†Event Management Specialization		21
EVNT4110	Advanced Special Event Management	
SEE2150	Safety, Security and Risk Management in the SEEM Industry	
SEE3041	Special Event Protocol	
SEE3042	Weddings & Ceremonies	
SEE3060	Concert, Tour and Music Festival Production Management	
SEE3160	Sponsorship, Sales and Relationship Management	
SEE3170	International Exhibitions & Events	
†Live Entertainment Management Specialization		21
SEE2030	The Business of the Entertainment Industry	
SEE2120	Introduction to the Music 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, Tour and Music Festival Production Management	
SEE3160	Sponsorship, Sales and Relationship Management	
SEE4050	International Sports, Entertainment, Event and Venue Management	

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
SEE3045	New Media Literacy in Sports, Entertainment and Event Management
SEE3160	Sponsorship, Sales and Relationship Management
SEE4020	Sports and Entertainment Marketing
SPM2220	Professional Sport Management

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 advisor before scheduling free elective credits.

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

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

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?