

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

## Curriculum

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	

### 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

### Major Electives/Specialization

Choose 15 credits of the following (SEE4020 and one course from each of the topics) or Specialization listed below: †

SEE4020	Sports and Entertainment Marketing	
Sports Management:		
SEE3030	Athletic Coaching and Administration	
SPM2012	Intercollegiate, Amateur and Olympic Sports	
SPM2220	Professional Sport Management	
SPM3040	Global Perspectives of Sport	
Live Entertainment:		
EVNT4025	Event Sustainability	
SEE2120	Introduction to the Music Industry	
SEE3060	Concert, Tour and Music Festival Production Management	
SEE4070	Live Entertainment and Concert Tour Management	
Event Management:		
SEE3041	Special Event Protocol	
SEE3042	Weddings & Ceremonies	
SEE3065	Fundamentals of Fundraising and Philanthropy	
SEE3170	International Exhibitions & Events	
Advanced Event Production:		
EVNT4110	Advanced Event Production: Special Events	
EVNT4120	Advanced Event Production: Trade Show	
EVNT4130	Advanced Event Production: Concert	

### Applied/Experiential Learning

Choose 6 credits from the following: 6

COHM4799	College of Hospitality Management Internship <sup>1c</sup>	
DEE3999	Directed Experiential Education <sup>D</sup>	
Study Abroad <sup>5a</sup>		

### Related Professional Studies

CAR0010	Career Management	1
FYS1020	First-Year Seminar	1

### A&S Core Experience

Communications Foundations Courses		
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<sup>#</sup>

15 credits selected from 1000-4999 numbered offerings within the university 15

**Total Credits 122.0**

### †Event Management Specialization 15

EVNT4110	Advanced Event Production: Special Events	
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or EVNT4120	Advanced Event Production: Trade Show
SEE3041	Special Event Protocol
SEE3042	Weddings & Ceremonies
SEE3065	Fundamentals of Fundraising and Philanthropy
SEE3170	International Exhibitions & Events
<b>†Live Entertainment Management Specialization</b>	
	<b>15</b>
EVNT4025	Event Sustainability
EVNT4130	Advanced Event Production: Concert
SEE2120	Introduction to the Music Industry
SEE3060	Concert, Tour and Music Festival Production Management
SEE4070	Live Entertainment and Concert Tour Management
<b>†Sports Management Specialization</b>	
	<b>15</b>
SEE3030	Athletic Coaching and Administration
SEE4020	Sports and Entertainment Marketing
SPM2012	Intercollegiate, Amateur and Olympic Sports
SPM2220	Professional Sport Management
SPM3040	Global Perspectives of Sport

<sup>c</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>Sa</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.

# 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.

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!

## Accelerated Program Options

### J2 Program

The JWU J2 program allows qualified students enrolled in a matriculating undergraduate program to take graduate level courses at JWU. Students interested in pursuing this option should meet with their academic advisor to discuss their interest, qualifications, and plans. The undergraduate student may take up to four graduate courses (maximum 12 credits) and are limited to 6 credits a semester and 3 credits per session (Fall Session I and Fall Session II).

The completion of graduate credits to fulfill undergraduate program requirements does not guarantee acceptance into the graduate program after completion of the baccalaureate degree. Matriculating undergraduate students who wish to formally enroll in a graduate program, must fulfill all requirements for entrance into the intended graduate program and complete a graduate program application.

**Note:** Not all graduate courses are included as part of this policy. Courses offered as part of the Masters of Arts in Teaching, Masters of Education, Masters of Science in Physician Assistant Studies and doctoral courses are excluded from this policy and are restricted to program majors only.

Additional courses and/or programs as determined by individual colleges may also have restricted access.

### Eligibility Criteria:

To be eligible to enroll in graduate level courses (excludes: Masters of Arts in Teaching, Masters of Education, Masters of Science in Physician Assistant Studies, doctoral courses and other programs as outlined by the colleges).

Undergraduate students must meet the following criteria:

- Undergraduate cumulative GPA of 3.00 or higher
- Completed & registered undergraduate credits at least 90 credits
- Meet the individual course prerequisites

**Appeal to Eligibility Criteria:** College Dean or designee will receive a copy of the Petition Form, Student's GPS and email requesting appeal if the student requests to appeal the GPA or earned/registered credit criteria. College Dean / designee will review and determine approval.

These courses carry graduate credit and will replace undergraduate degree requirements when applicable, traditionally free-electives (maximum of 12 credits). The course will be applied to the undergraduate degree in the order in which they are taken (if required) and will also be applied towards both the students undergraduate and graduate GPA.

Students should maintain enrollment in at least 12 credits of undergraduate coursework to maintain full-time status; graduate course enrollment is not calculated into undergraduate full-time status. For students already attending full-time as undergraduates (12 credits or more) and paying the full-time tuition, the graduate credits will be included in full-time tuition fee. Students attending part-time (11 credits or less) will pay the cost per-credit undergraduate tuition for the graduate course.

Course registration will be based on space availability and students enrolled in graduate level courses will be required to maintain good academic standing at the undergraduate and graduate level.