

SPORT MANAGEMENT

The sport management (SM) major is a four-year full-time program of study that is designed to prepare students to excel in the sport industry. SM students are guided through coursework and hands-on experiences within the sport industry that allow each student to focus on the ever-changing intricacies of the sport environment from multiple contexts. Within the curriculum, students are encouraged to explore the area(s) of sport they are most interested in, ranging anywhere from local non-profits to national and international professional franchises.

The Program

The SM degree is designed to prepare students for employment in local, state, regional, national or international level sporting and recreation organizations. The curriculum covers 50 credit hours in total and includes a Minor in Business Administration (24 credits) to enhance the employment prospect for each student.

Career Opportunities

NDSU SM graduates are employed in a variety of sport and recreation occupations. Graduates should expect to work in local, state, regional, national or international level organizations, business, and nonprofits. Since the inception of the eSports lab in the Student (Memorial) Union on campus, we have worked closely to ensure students with an interest with eSports are able to explore the industry with professionally-outfitted equipment and through educational opportunities.

In light of the interdisciplinary nature of our program study options, career opportunities beyond the sport management or recreation management fields are feasible.

Sport Management Leadership Association

The Sport Management Association (SMA) provides students with an opportunity to build relationships with peers and industry leaders in sport and recreation. Organization members can take part in sports-oriented community projects, learn about different sport and recreation careers from area professionals and become further prepared for a career in the industry. The SMA holds meetings regularly, with dues-paying members eligible for the many planned activities, adventures, and feasts scheduled by the association.

Pre-Professional Standing and Professional Standing

The pre-professional SM courses in the freshman and sophomore years are designed to prepare students for additional undergraduate work in the subsequent professional SM courses during their junior and senior years.

To achieve professional standing a student must:

- Have reached 50 credits in total;
- Have completed all HNES courses listed in the pre-professional years;
- Have a grade of B or better in HNES 190 and HNES 226;
- Successfully complete ECON 105 and ACCT 102 with a collective GPA of 2.5 or higher across both classes—a student CANNOT receive a D in either course; and
- Earn a minimum cumulative GPA of 2.75 for all classes by the end of the sophomore year (reaching 50 credits minimum).

An application for professional standing will be accepted by the SM Program Coordinator as soon as requirements are met at the end of each academic semester. It is highly recommended all students review the student handbook and all communications from the SM Program Coordinator prior to applying for the program. If a student is accepted into the program, they will be required to meet with the Program Coordinator to review and sign that they have read the student handbook.

Internship

The SM internship is the capstone course for all SM majors. Students participating in an internship will complete 12 credits, with each credit requiring 43 hours of documented work at an internship site (totaling 516 hours of on-the-job experience). The internship can be repeated at various sites/organizations at their advisor's discretion. Securing a host organization outside North Dakota or the United States is not only possible but encouraged.

Students have completed internship hours in several areas across sport, including but not limited to: Air Force Academy Athletics, Arizona State University Athletics, Bismarck Larks, Fargo and West Fargo parks and recreation departments, Fargo-Moorhead RedHawks, Fargo Youth Hockey, Great Rides Fargo, Iowa Cubs, Minnesota Twins, Minnesota Vikings, NDSU Athletics, Oklahoma State University Athletics, Saint Paul Saints, Scheels Arena, Southern Texas PGA, US Olympic Committee, Washington Spirit, and the YMCA of Cass & Clay Counties.

Sequencing Courses for the Major

Courses in the SM major are laid out to ensure students are heavily involved with sport-related materials during their years as a professional standing student. Our students are also educated on the general aspects of the business world as they complete their Minor in Business Administration. After all, sport is a business!

HNES 190 is our Introductory course that provides students with a detailed overview of the sport industry and provides students an opportunity to better understand what is expected of professionals in sport and recreation management. Future classes provide students a more detailed view of the many imperative elements that are part of the successful sport managers' toolkit. The degree is capped with the student obtaining 516 hours of on-the-job experience working alongside experts and influencers within the sport industry.

Sport Management Plan of Study

Please note this is a sample plan of study and not an official curriculum. Actual student schedules for each semester will vary depending on start year, education goals, applicable transfer credit, and course availability. Students are encouraged to work with their academic advisor on a regular basis to review degree progress and customize an individual plan of study.

Freshman			
Fall	Credits	Spring	Credits
ENGL 110 College Composition I	4	COMM 110 Fundamentals of Public Speaking	3
HNES 190 Introduction to Sport Management ¹	3	COMM 112 Understanding Media and Social Change	3
Gen Ed Quantitative Reasoning	3	ENGL 120 College Composition II	3
Gen Ed Wellness	2	Gen Ed Humanities & Fine Arts	3
Gen Ed Social & Behavioral Sciences	3	Gen Ed Science & Technology	3
	15		15
Sophomore			
Fall	Credits	Spring	Credits
ACCT 102 Fundamentals of Accounting (Busn Minor)	3	ECON 105 Elements of Economics (Busn Minor)	3
COMM 200 Introduction to Media Writing	3	HNES 226 Socio-Cultural Dimension in Sport	3
Gen Ed Humanities & Fine Arts/Gen Ed Cultural Diversity	3	HNES 274 Introduction to Youth and Interscholastic Sport	3
Gen Ed Science & Technology	3	Gen Ed Science & Technology w/Lab	4
Elective	3	Elective	3
	15		16
Junior			
Fall	Credits	Spring	Credits
ENGL 320 Business and Professional Writing	3	HNES 324 Sport and Event Management	3
HNES 485 Sport Management Internship ²	3	HNES 431 Governance, Policy, Legal Liability & Ethics in Sport	3
MGMT 320 Foundations of Management (Busn Minor)	3	HNES 485 Sport Management Internship ²	4
MRKT 320 Foundations of Marketing (Busn Minor)	3	Business Competency or Elective	3
HNES 304 Sport Promotion and Public Relations	3	Business Competency or Elective	3
	15		13
Senior			
Fall	Credits	Spring	Credits
HNES 425 Practical Sport Marketing Research	3	HNES 436 Contemporary Issues in Sport Management	3
HNES 426 Sport Administration	3	HNES 485 Sport Management Internship ²	3
HNES 485 Sport Management Internship ²	3	Business Minor	3
Business Minor	3	Business Minor	3
Business Minor	3	Business Competency or Elective	3
	15		14
Total Credits: 120			

¹ Require a grade of B or better

² HNES 485 Internship can be taken for variable credit (depending on hours) throughout various terms, including summer, to reach a total 12 credits.

View NDSU equivalencies of transfer courses at: www.ndsu.edu/transfer/equivalencies

For Further Information

MAILING ADDRESS: College of Human Sciences & Education | NDSU Dept 2600 | PO Box 6050 | Fargo, ND 58108-6050

DEPT LOCATION: E. Morrow Lebedeff Hall 255

DEPT PHONE: (701) 231-8211

DEPT WEBSITE: www.ndsu.edu/hse/

OR

MAILING ADDRESS: Sport Management | NDSU Dept 2620 | PO Box 6050 | Fargo, ND 58108-6050

DEPT LOCATION: Bentson Bunker Fieldhouse

DEPT PHONE: (701) 231-7474

DEPT WEBSITE: www.ndsu.edu/hnes/undergraduate_programs/sport_management

This publication will be made available in alternative formats upon request. Contact the Office of Admission (701) 231-8643 or 800-488-NDSU or ND Telecommunications Relay Service 800-366-6888 (TTY) or 800-366-6889 (voice).

NDSU is an equal opportunity institution. 7/20