

SPORT MANAGEMENT

Program Description

The Master of Science in Sport Management serves to develop students' conceptual skills, theoretical comprehension, and practical knowledge in order to prepare them as next generation leaders in the sport industry. The degree leads to a wide variety of career choices. Sport management graduates work in school, university, and college settings as athletic administrators, in public relations/marketing, or in professional or amateur sports areas.

The Bachelor of Science in Sport Management prepares students to enter the world of sport business or pursue a graduate degree. The sport management degree provides an overview of the history and role of sport in society and covers topics such as leadership and ethics, governance and communication and legal considerations in sport operations. Students will also obtain business administration skills through courses in accounting, marketing, economics and business information technology.

The Associate of Science in Sport Management is designed for students who intend to continue their education and obtain a baccalaureate degree. The degree program includes the Colorado Statewide General Education Core and meets the lower-division general education requirements at most public institutions in Colorado. Graduates of this program may obtain entry-level positions in sport management or continue to pursue their bachelor-level education to obtain eventual higher-level positions related to sport management, business, or kinesiology.

The minor in Sport Management provides a strong platform for students to combine their interests in business with the business of sports. Students will explore subject areas which include: principles of management, organization/administration/legal considerations, marketing, governance and communication, sport law and risk management, leadership and ethics. This minor complements business or mass communication majors.

Opportunities for college graduates with sport management education and experience are very diverse and challenging. As sport has evolved into an integral part of the American culture, the operations of sports programs have become more sophisticated and complex. With an understanding of the intricacies of sport activities and knowledge of effective business practices, graduates will be prepared to oversee sport programs and facilities. Sport management positions are found in a variety of settings including schools, colleges and universities, public and private agencies, private businesses, government and the military.

Contact Information

Department of Kinesiology
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Programs of Study Associates

- [Sports Management, Liberal Arts \(AS\)](#)

Bachelors/Minors

- [Sport Management \(BS\)](#)
- [Sport Management \(Minor\)](#)

Graduate

- [Sport Management \(MS\)](#)