

Sport Management, B.S.

Degree Offered

- Bachelor of Science

Nature of the Program

Since its inception in 1981, the WVU Sport Management undergraduate program has prepared students to work across all levels of sport as the team behind the team. The curriculum has received national and international recognition as one of the best of its kind. Students are required to complete a minimum of three credit hours of internship. This “hands-on” experience is mutually beneficial and serves to help students gain full-time employment in the sport industry. The internship provides the student an opportunity to learn the sport industry while the sport organization evaluates a potential future employee. In essence, the internship has become the cornerstone of a student’s learning experience. The curriculum is multidisciplinary. Students have the flexibility through elective space to complete courses from many other schools and colleges across campus including Journalism, Communications, Business and Economics, and Arts and Sciences.

Admissions for 2026-2027

DIRECT ADMISSION CRITERIA

First time students who meet University requirements are directly admitted to the Sport Management major.

Students admitted from other majors within WVU must be in good academic standing (2.0 GPA).

Students transferring from another institution must be in good academic standing (2.0 GPA).

Major Code: 5511

General Education Foundations

Please use this link to view a list of courses that meet each GEF requirement. (<http://registrar.wvu.edu/gef/>)

NOTE: Some major requirements will fulfill specific GEF requirements. Please see the curriculum requirements listed below for details on which GEFs you will need to select.

Code	Title	Hours
General Education Foundations		
F1 - Composition & Rhetoric		3-6
ENGL 101 & ENGL 102 or ENGL 103	Introduction to Composition and Rhetoric and Composition, Rhetoric, and Research Accelerated Academic Writing	
F2A/F2B - Science & Technology		4-6
F3 - Math & Quantitative Reasoning		3-4
F4 - Society & Connections		3
F5 - Human Inquiry & the Past		3
F6 - The Arts & Creativity		3
F7 - Global Studies & Diversity		3
F8 - Focus (may be satisfied by completion of a minor, double major, or dual degree)		9
Total Hours		31-37

Please note that not all of the GEF courses are offered at all campuses. Students should consult with their advisor or academic department regarding the GEF course offerings available at their campus.

Degree Requirements

Code	Title	Hours
	University Requirements	66
	Professional and Career Development Sequence*	
	Sport Management Major Requirements	54
Total Hours		120

University Requirements

Code	Title	Hours
General Education Foundations (GEF) 1, 2, 3, 4, 5, 6, 7, and 8 (31-37 Credits)		
Outstanding GEF Requirements 1, 2, 3, 4, 5 and 6		22
PASS 191	First-Year Seminar	2
General Electives		42
Total Hours		66

Professional and Career Development Sequence

Code	Title	Hours
Sequence *		
PASS 191	First-Year Seminar	
CAHS 300	Career Exploration in Applied Human Sciences	
CAHS 489	Capstone Experience in AHS	

Sport Management Major Requirements

Code	Title	Hours
A grade of C- or higher must be earned in all the following courses.		
SM 125	Sport Facility Management	3
SM 137	Sport Event Management	3
SM 240	Sport Governance	3
SM 287	Contemporary Issues in Sport Management	3
SM 370	Sport Finance and Economics	3
SM 375	Sport in the Global Market (GEF 7)	3
SM 380	History of American Sports	3
SM 426	Liability in Sport	3
SM 485	Management of Sport Organizations	3
SM 486	Sport Marketing & Sales	3
CAHS 300	Career Exploration in Applied Human Sciences	3
CAHS 489	Capstone Experience in AHS	3
SEP 371	Sport in American Society	3
Professional Minor **		15
Total Hours		54

*

PASS 191 is accounted for in the University Requirements, PASS 300 and PASS 489 as part of the Major Requirements.

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Students must select a professional minor (at least 15 credits) in consultation with their Student Success Specialist. Grade requirements for the professional minor depend upon the minor selected.

Suggested Plan of Study

First Year

Fall	Hours	Spring	Hours
PASS 191		2 SM 137	3
ENGL 101 or 103 (GEF 1)		3 GEF 4	3
SM 125		3 GEF 5	3
GEF 2		4 GEF 6	3
Elective		3 Elective	3
		15	15

Second Year

Fall	Hours	Spring	Hours
SM 240		3 SM 287	3

ENGL 102 or 103 (GEF 1)		3 Professional Minor Course 2	3
GEF 3		3 Professional Minor Course 3	3
Professional Minor Course 1		3 Elective	3
Elective		3 Elective	3
		15	15
Third Year			
Fall	Hours	Spring	Hours
SM 380		3 CAHS 300	3
SEP 371		3 SM 370	3
Professional Minor Course 4		3 SM 375 (GEF 7)	3
Professional Minor Course 5		3 Elective	3
Elective		3 Elective	3
		15	15
Fourth Year			
Fall	Hours	Spring	Hours
SM 426		3 CAHS 489	3
SM 485		3 SM 486	3
Elective		3 Elective	3
Elective		3 Elective	3
Elective		3 Elective	3
		15	15

Total credit hours: 120

Accelerated Program

- B.S. Sport Management and M.S. Executive Sport Management (p. 3)

Accelerated B.S. Sport Management/M.S. Executive Sport Management Program

Students in this accelerated bachelor's to masters (ABM) program have the opportunity to concurrently complete their undergraduate degree in Sport Management and their master's degree in Executive Sport Management via an accelerated pathway. Students may apply for admission to this ABM in the fall semester following completion of a minimum 60 credits and/or at least three semesters of full-time coursework. Only enrolled WVU Sport Management majors may be considered for admission to the program. Transfer students must complete at least 24 credit hours as degree-seeking students at WVU before applying. The minimum standard for admission is a cumulative undergraduate GPA of 3.0, with no provisional admissions allowed. Regular admission will not be offered to students with less than two semesters to complete the bachelor's degree. Students may apply using a Qualtrics application form that requires a resume and personal statement. Applications are due by October 15th with program admission decisions communicated by the end of the fall semester. Applications will be reviewed by an established ABM admissions work group.

Students in this ABM program must maintain a minimum cumulative GPA of 3.0 throughout their enrollment in both the undergraduate and graduate programs. Students in this ABM will complete all 30 credits of master's degree courses, 12 credits of which will count toward elective credit at the undergraduate level. Grades from selected courses (i.e., 12 credits) will be counted toward the students' GPA at both the bachelor's and master's degree levels for the purposes of determining satisfactory performance. Unless given specific permission by the Dean's Office, students admitted to this ABM program must maintain full-time continuous enrollment during fall and spring terms. Enrollment requirements in the summer term include the completion of 6 credits at the graduate level across consecutive years. Students' eligibility to remain in this ABM program will be evaluated at the end of each semester. Students failing to meet program or University standards will be placed on program probation for no more than one semester, after which they will be terminated from the ABM program. Terminated students as well as students who choose not to continue the ABM program will be eligible to receive their bachelor's degree after completing the traditional bachelor's degree requirements.

Accelerated BS/MS Degree Requirements

Students must fulfill all degree requirements for the B.S. in Sport Management and the M.S. in Executive Sport Management. Students must also meet all the requirements of the ABM.

ABM DEGREE REQUIREMENTS

Code	Title	Hours
	Sport Management Major Requirements	108
	Shared Bachelor's/Master's Curriculum Requirements	12

MS Executive Sport Management Degree Requirements

18

Total Hours

138

SHARED BACHELOR'S/MASTER'S COURSEWORK REQUIREMENTS

Code	Title	Hours
Select four courses from the following list:		
SM 527	Navigating Legal Issues in Sport Management	12
SM 535	Management of Human Resources in Sport Organizations	
SM 540	Sport Policy and Governance	
SM 546	Sport Consumer Behavior and Marketing	
SM 570	Financial Decision-Making in Sport	
SM 575	Sport Development and Fundraising	
SM 580	Social and Ethical Responsibility in Sport	
SM 586	Sport Facility Operations	
Choose ONE Area of Emphasis		
Sport Industry Management Area of Emphasis		
SM 516	Applied Research in Sport Management	
SM 545	Current Issues & Applications in Sport Management	
OR		
Interscholastic Athletic Administration Area of Emphasis		
SM 571	Interscholastic Sport Organization and Administration	
SM 578	Leadership in Interscholastic Athletic Administration	
Total Hours		12

Suggested Plan of Study**First Year**

Fall	Hours	Spring	Hours
CAHS 191		2 SM 137	3
ENGL 101 or 103 (GEF 1)		3 GEF 4	3
SM 125		3 GEF 5	3
GEF 2		4 GEF 6	3
Elective		3 Elective	3
		15	15

Second Year

Fall	Hours	Spring	Hours
SM 240		3 SM 287	3
ENGL 102 or 103 (GEF 1)		3 Professional Minor Course 2	3
GEF 3		3 Professional Minor Course 3	3
Professional Minor Course 1		3 Elective	3
Elective		3 Elective	3
		15	15

Third Year

Fall	Hours	Spring	Hours	Summer	Hours
SM 380		3 SEP 371		3 ABM	3
CAHS 300		3 SM 370		3 ABM	3
Professional Minor Course 4		3 SM 375 (GEF 7)		3	
Professional Minor Course 5		3 ABM		3	

Elective	3 ABM	3			
	15	15			6
Fourth Year					
Fall	Hours	Spring	Hours	Summer	Hours
SM 426		3 SM 486		3 ABM	3
SM 485		3 CAHS 489		3 ABM	3
ABM		3 ABM		3	
ABM		3 ABM		3	
Elective		3 Elective		3	
Elective		3 Elective		3	
		18		18	6

Total credit hours: 138

Major Learning Outcomes

SPORT MANAGEMENT

The goal of the program is for students to graduate with the essential skills and knowledge to work effectively within the profession of sport management. This is a diverse profession with many pathways.

- **Content Knowledge:** Students will integrate knowledge, skills, and dispositions and apply them to professional issues in sport management.
- **Reflection and Professional Readiness:** Students will reflect on their professional readiness and think critically about the continued refinement of the disciplinary knowledge, skills, and dispositions learned across the sport management curriculum.
- **Professionalism and Ethics:** Students will model professional and ethical behaviors that are consistent with the industry standards and the related recommendations for best practice learned across the sport management curriculum.

COURSES

SM 125. Sport Facility Management. 3 Hours.

This course is designed to introduce the concepts, principles, and practices related to sport facility management and explore contemporary challenges and trends.

SM 137. Sport Event Management. 3 Hours.

This course is designed to introduce the concepts, principles, and practices related to sport event management and explore contemporary challenges and trends.

SM 167. Introduction to Sport Management. 3 Hours.

Overview of the sport management profession including career opportunities, critical current issues, trends, professional standards and the professional organizations.

SM 221. NIL (Name, Image, and Likeness): Personal Branding Strategies. 3 Hours.

Covers ways for individuals to build strong, positive, and engaging personal brands. It will detail opportunities, marketing strategies, best practices, pitches, and how to capitalize on NIL opportunities.

SM 225. Practicum in Collegiate Athletics. 2 Hours.

PR: SM 167. This course provides students with the opportunity to gain supervised experience working in collegiate athletics. Students learn about the operations of the many units of a collegiate athletic department. Students are then placed within one or more units of a collegiate athletic department to work under the supervision of a professional within that unit.

SM 240. Sport Governance. 3 Hours.

This course examines how sport organizations interact and coordinate with numerous policy actors to facilitate and coordinate the mechanisms of governance.

SM 275. The Olympic Games. 3 Hours.

An examination of the historical development of the Olympic Games from the Greek classic period (500 B.C.) to the games of the XXXI Olympiad of Rio de Janeiro in 2016.

SM 287. Contemporary Issues in Sport Management. 3 Hours.

Explore issues and trends across the contemporary sport management landscape, including emergent problems and solutions related to the business and leadership of sport. Examine personal strengths, weaknesses, skills, motives, and goals in critical decision-making and conflict resolution in sport management scenarios.

SM 293. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

SM 310. Esports Business. 3 Hours.

Students will learn about the esports market as a sub-set of the larger gaming industry. The course will explore the different roles of the developer, publisher, esports organizations, and the esports teams, what kinds of investments are relevant to each of those stakeholders, and what their financial concerns are.

SM 321. Esports Governance. 3 Hours.

This course provides an in-depth look at the governance and structure of esports. Students will examine esports leagues, teams, gaming publishers, and current events happening in esports with a focus on the law and ethical adherence to rules governing these competitions.

SM 322. Esports Marketing. 3 Hours.

Students in this course will be given an overview of the esports industry and its connections to the broader entertainment and communication industries. The course will explore the relationship between individual talent (from players to influencers) to professional organizations and the esports companies and how promotions, sponsorship, and marketing strategies can be developed to the benefit of all the stakeholders.

SM 345. Technology in Sport Management. 2 Hours.

PR: Majors only. This course provides an understanding of the technological concepts and principles relevant to sport management and provides student with practical experiences in the use of emerging technologies in the field.

SM 355. Orientation in Sport Management. 1 Hour.

PR: Majors only. In this course students will identify and develop the skill sets necessary for successful completion of an internship in sport management.

SM 370. Sport Finance and Economics. 3 Hours.

Provide financial and economic overview of professional, collegiate and recreational sports. Students will learn financial structures of sport organizations and various economic principles applied to the sport industry.

SM 375. Sport in the Global Market. 3 Hours.

An examination of the role of sports within the broader process of globalization. Its impact on culture, politics, economics and how these influences shape today's sport.

SM 380. History of American Sports. 3 Hours.

Acquaint students with philosophical issues related to sport and sport management and with individuals and events that helped shape the history of American sport.

SM 426. Liability in Sport. 3 Hours.

An overview of the legal system as it applies to sport, including contracts, tort law, drug testing, types of athletes, product liability, and legal duties of coaches, facilities supervisors, and athletic directors.

SM 485. Management of Sport Organizations. 3 Hours.

The purpose of this course is to facilitate a full understanding of management theory within sport organizations. This class will demonstrate the value of applying management concepts and theories with sport organizations. Finally, this class will explain the importance of contemporary management tactics, and their relevance to the skill sets needed for students planning a career in sport related professions.

SM 486. Sport Marketing & Sales. 3 Hours.

Marketing principles as they relate to sport organizations. Specific attention is focused on the marketing planning process, marketing informational systems, and internal marketing.

SM 490. Teaching Practicum. 1-3 Hours.

PR: Consent. Teaching practice as a tutor or assistant.

SM 491. Professional Field Experience. 1-18 Hours.

PR: Consent. (May be repeated up to a maximum of 18 hours.) Prearranged experiential learning program, to be planned, supervised, and evaluated for credit by faculty and field supervisors. Involves temporary placement with public or private enterprise for professional competence development.

SM 492. Directed Study. 1-3 Hours.

Directed study, reading, and/or research.

SM 493. Special Topics. 1-6 Hours.

PR: Consent. Investigation of topics not covered in regularly scheduled courses.

SM 494. Seminar. 1-3 Hours.

PR: Consent. Presentation and discussion of topics of mutual concern to students and faculty.

SM 495. Independent Study. 1-6 Hours.

Faculty supervised study of topics not available through regular course offerings.

SM 496. Senior Thesis. 1-3 Hours.

PR: Consent.

SM 498. Honors. 1-3 Hours.

PR: Students in Honors Program and consent by the honors director. Independent reading, study or research.