

SPORT MANAGEMENT (BS)

The following requirements are in addition to the Bachelor of Science core requirements, found here (<https://catalog.cornerstone.edu/undergraduate/cornerstone-core/>). (does not require a minor)

Required Courses

Code	Title	Hours
ACC-221	ACCOUNTING I	3
ACC-222	ACCOUNTING II	3
BUS-111	INTRO TO BUSINESS	1
BUS-211	BUSINESS STATISTICS	3
BUS-218	DATA ANALYSIS & VISUALIZATION	3
BUS-361	BUSINESS LAW	3
ECN-231	PRINCIPLES OF MACROECONOMICS	3
ECN-232	PRINCIPLES OF MICROECONOMICS	3
FIN-341	PRINCIPLES OF FINANCE	3
MGT-215	INTRO TO SPORT MGT	3
MGT-231	PRIN OF MANAGEMENT	3
MGT-361	SPORT MEDIA RELATIONS & EVENT MGT	3
MGT-364	SPORT IN SOCIETY	3
MGT-380	INTERNSHIP	3
MGT-432	CAPSTONE SEMINAR: STRATEGIC MANAGEMENT	3
MKT-251	PRINCIPLES OF MARKETING	3
MKT-362	SPORT MARKETING AND SALES	3
Choose three of the following:		9
MGT-221	NONPROFIT LEADERSHIP	
MGT-238	PRINCIPLES OF LEADERSHIP	
MGT-321	LEGAL/ETHICAL ISSUES IN SPORT	
MGT-322	SPORT FACIL/MGT & DESIGN	
MGT-330	HUMAN RESOURCES MGT FOR NON-PROFITS ¹	
MGT-332	HUMAN RESOURCES MANAGEMENT ¹	
MGT-335	ORGANIZATIONAL BEHAVIOR	
MGT-336	PROJECT MANAGEMENT	
MGT-337	ENTREPRENEURSHIP	
MKT-232	PERSONAL BRANDING STRATEGIES	
MKT-350	MARKETING MANAGEMENT	
MKT-353	MARKETING COMMUNICATIONS	
MKT-358	SALES MANAGEMENT	
MKT-452	NEW PRODUCTS, SVCS AND MARKETS	
ECN-342	ECONOMICS OF SPORT	
MKT-342	DIGITAL MARKETING	
MGT-333	OPERATIONS & SUPPLY CHAIN MGT	
Total Hours		58

¹ Students can only take one Human Resources course as an elective