

Sport Management

Program Description	Type	Degree
Sport Management- Coaching Emphasis, B.A. (https://coursecat.isu.edu/undergraduate/education/sport-management/ba-sport-management-coaching-emphasis/)	Degree	B.A.
Sport Management- Sport Operations Emphasis, B.A. (https://coursecat.isu.edu/undergraduate/education/sport-management/ba-sport-management-sport-operation-emphasis/)	Degree	B.A.
Coaching, Minor (https://coursecat.isu.edu/undergraduate/education/sport-management/minor-coaching/)	Minor	
Sport Management, Minor (https://coursecat.isu.edu/undergraduate/education/sport-management/minor-sport-management/)	Minor	

Students pursuing a **Bachelor of Arts in Sport Management** degree choose from one of two emphasis areas: **Sport Operations** or **Coaching**. The Sport Management core consists of foundational content essential to anyone working in the sports industry, including sports safety, activity performance, sport psychology, sports law, sports marketing, and facility and event management. In addition to the core requirements, those students pursuing a Sport Operations emphasis receive more in-depth focus on the business aspects of sports, with a curricular concentration in sport communication, economics, accounting, analytics, marketing, and management. Those students pursuing the Coaching emphasis receive more in-depth focus on kinesiology and motor development, sport pedagogy, and preventing and caring for sports-related injuries.

Student Learning Outcomes (SLOs) for Sport Management majors are as follows:

SLO #1: Content Knowledge. Students will apply specific content knowledge to find solutions to complex organizational issues within the sport setting.

SLO #2: Application of Knowledge related to Sport Operations. Students will demonstrate understanding of legal issues and critically evaluate the theories and ethical dilemmas impacting the sports industry.

SLO #3: Application of Knowledge Related to Coaching. Students will effectively develop and apply health, physical activity, and psychological principles as they relate to human performance.

SLO #4: Critical Thinking and Problem Solving. Students will develop a diverse set of fundamental principles and skills, including skills in business, finance, marketing and management used for producing a sporting event from beginning to end.

SLO #5: Leadership. Students will develop self-awareness and adaptability, flexibility, determination, and curiosity in pursuit of personal and professional growth.

SLO #6: Personal and Professional Growth. Students will exhibit the ability to gather and evaluate relevant, scholarly information and critically examine that information through multiple analytical approaches.

SLO #7: Communication. Students will demonstrate exemplary communication both individually and in groups across written, oral, and technological platforms.