

# Sport Management, Undergraduate Certificate

Visit the Strategic Management and Operations Department page (<https://www.uvu.edu/woodbury/strategic-management/>) for more information on the program and access to advising.

## Program Description

The Sport Management Certificate is a professional certificate program focusing on management and administration within the sport industry. The design of the curriculum is intended to provide students with a holistic degree that includes the areas of content in general sport management concepts, strategic coaching/management, analytics, organizational behavior and practical experience applied to sport management. Students who receive a Sport Management certificate typically enter the sport industry in entry-level positions within sport organizations at the youth, high school, intercollegiate, professional and Olympic levels.

## Program Requirements

| Code                                | Title                                     | Credit Hours      |
|-------------------------------------|---|-------------------|
| <b>Total Credit Hours</b>           |   | <b>18</b>         |
| <b>Discipline Core Requirements</b> |   | <b>18 Credits</b> |
| MGMT 1500                           | Introduction to Sport Management          | 3                 |
| MGMT 3000                           | Organizational Behavior                   | 3                 |
| EXSC 3400                           | Statistical Analysis in Exercise Science  | 3                 |
| MGMT 3420                           | Strategic Team Management                 | 3                 |
| HM 4200<br>or MKTG 3600             | Event Planning<br>Principles of Marketing | 3                 |
| MGMT 4810R                          | Internship                                | 3                 |

## Graduation Requirements

1. Completion of a minimum of 18 credit hours.
2. Residency hours: Minimum of 5 credit hours through course attendance at UVU.

## Graduation Plan

This graduation plan is a sample plan and is intended to be a guide. Your specific plan may differ based on your Math and English placement and/or transfer credits applied. You are encouraged to meet with an advisor and set up an individualized graduation plan in Wolverine Track (<http://www.uvu.edu/wolverinetrack/>).

| First Year                |  | Credit Hours |
|---------------------------|--|--------------|
| <b>Semester 1</b>         |  |              |
| MGMT 1500                 | Introduction to Sport Management             | 3            |
| MGMT 3000                 | Organizational Behavior                      | 3            |
| <b>Credit Hours</b>       |  | <b>6</b>     |
| <b>Semester 2</b>         |  |              |
| MGMT 3420                 | Strategic Team Management                    | 3            |
| EXSC 3400                 | Statistical Analysis in Exercise Science     | 3            |
| <b>Credit Hours</b>       |  | <b>6</b>     |
| <b>Second Year</b>        |  |              |
| <b>Semester 3</b>         |  |              |
| HM 4200<br>or MKTG 3600   | Event Planning<br>or Principles of Marketing | 3            |
| <b>Credit Hours</b>       |  | <b>3</b>     |
| <b>Semester 4</b>         |  |              |
| MGMT 4810R                | Internship                                   | 3            |
| <b>Credit Hours</b>       |  | <b>3</b>     |
| <b>Total Credit Hours</b> |  | <b>18</b>    |

## Program Learning Outcomes

1. Implement strategies and develop a portfolio for career preparation in the sport industry.
2. Apply basic management principles employed in sport management.
3. Apply strategic coaching skills to a variety of sport management situations.
4. Analyze, approach, and synthesize sport management problems using analytical approaches.

## Entertainment and recreation managers, except gambling

- Total Positions 35,800
- Field Growth 10.8%
- Median Salary \$73,460
- Average Openings 4.8

## Recreation and fitness studies teachers, postsecondary

- Total Positions 16,200
- Field Growth 3.4%
- Median Salary \$75,770
- Average Openings 1.3

## Coaches and scouts

- Total Positions 307,100
- Field Growth 8.8%
- Median Salary \$45,910
- Average Openings 41.8

## Exercise trainers and group fitness instructors

- Total Positions 350,100
- Field Growth 13.6%
- Median Salary \$46,480
- Average Openings 73.7