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LaGrange College

Course Catalog - Sports Management

B.B.A. with a Concentration in Sports Management - B.B.A. with a Concentration in Sports Management

Type:Major

The Bachelor in Business Administration degree program is designed to help students develop ideals that are ethically sound and socially desirable, cultivate an awareness of the social, political, and economic developments to which businesses must adapt, develop sound judgment and effective communication skills, and develop individual interests and talents. Coursework provides both the theoretical and practical foundation needed for those entering businesses, as well as government and not-for-profit organizations.

There are three concentrations in the Business major: Accountancy, Marketing and Entrepreneurship, and Sports Management. Students must choose at least one area in which to concentrate.

To declare a major in Business, the student must meet the following criteria:

1. Have a GPA of 2.50/4.00 or better or permission of program faculty;
2. Complete MGMT 2200, ACCT 2211, and ECON 2200 with a grade of "C-" or better.

To remain a major in Business in good standing, the student must meet the following criteria:

1. Complete all other major requirements with a grade of “C-” or better;
2. Maintain an overall and major GPA of at least 2.50/4.00.

Any Business major who’s overall or major GPA falls below a 2.50/4.00 will be placed on probation and has one semester in which to remove the probationary status. Exceptions to the above criteria may be made at the discretion of the departmental faculty.

Students in the CORE program:

Students pursuing a Bachelor of Business Administration degree must complete 51 semester hours of major coursework (above the general education requirements of 55 hours). Students will complete the total required 120 hours as follows:

Core Requirements	46 hours
Interim	9 hours
Common Business Core	36 hours
Concentration Core	18 hours
General Electives	11 hours
Total	120 hours

Students in the Ethos program:

Students pursuing a Bachelor of Business Administration degree must complete 51 semester hours of major coursework (above the general education requirements of 55 hours). Students will complete the total required 120 hours as follows:

Core Requirements	44 hours
Interim	9 hours
Common Business Core	36 hours
Concentration Core	18 hours
General Electives	13 hours
Total	120 hours

Common Business Core

The required courses in the Common Business Core include the following:

ACCT 2211	ACCT 2212	ECON 2200
FNCE 3353	MATH 1114 or PSYC 2298	MGMT 2200
MGMT 3312	MGMT 3370	MGMT 3385
MGMT 3393	MGMT 4451	MRKT 3380

Concentration Core

Sports Management

Students choosing the Sports Management concentration must complete:

- FNCE 4100 Sports Sales and Fundraising
 - SPMG 3000 Introduction to Sports Management
 - SPMG 3100 Sports Marketing
 - SPMG 4000 Sports Law
 - SPMG 4200 Facilities and Event Management
 - SPMG 4460 Internship in Sports Management
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Sports Management - Minor in Sports Management

Type:Minor

The department offers a minor in Sports Management for non-business majors. This minor is for students who love sports but aren't going to play professionally. Many exciting careers await in the business side of sports. Students will develop the skills teams are looking for in their "behind the scenes" players with a minor in Sports Management.

A minor in Sports Management consists of the following 15 semester hours of coursework:

- MGMT 2200
 - SPMG 3000
 - SPMG 3100
 - SPMG 4000
 - SPMG 4200
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SPMG 3000 - Introduction to Sports Management

This course will examine historical and philosophical aspects of sports management while giving an overview of current issues and career opportunities in sports management. The course will provide introductory exposure to: the historical evolution of sports, the role of media in sports, and legal and ethical issues in sports management. Students will formulate personal and career goals. Prerequisites: ACCT 2211, ECON 2200, MGMT 2200

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered in Spring terms

SPMG 3100 - Sports Marketing

This course examines the world of sports as a business and will focus on attracting the ultimate customer—sports fans—in an increasingly competitive, fragmented and global service. The course will discuss the management of sports at professional, collegiate and special event levels focusing on the role marketing plays in planning and decision making in attracting fans and the other major customer—sponsors. Other topical areas will include: sports branding; athlete management; globalization; event sponsorship and marketing; media involvement; fantasy sports; sports vendors; sports innovations and the value and ROI of investing in sports. Students will study current opportunities and threats facing sports and entertainment properties and trends that may impact the future of sports and its various audiences. Guest experts will lecture in various classes giving students a firsthand opportunity to ask questions of sports marketing and management leaders. Prerequisites: MGMT 2200, ECON 2200, ACCT 2211, MRKT 3380

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered in Spring terms

SPMG 4000 - Sports Law

This course will examine selected legal, financial, and policy issues and disputes that arise in the business of sports. The course will also include (to the maximum degree possible) discussions about new landmark judicial decisions, as well as, significant NCAA infractions cases and Olympic sports arbitration awards. Students are also provided an opportunity to debate complex issues related to the application of antitrust, labor, and intellectual property law to sports. Prerequisite: SPMG 3000

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered in Fall terms

SPMG 4200 - Facilities and Events Management

This course will provide students with the skills necessary to effectively manage sport and fitness facilities and events. This course will examine all of the facets of public assembly facility management as they relate to sports arenas, ballparks, stadiums and other venues. Among the topics to be presented and explored will be: event booking,

finance, marketing, operations, scheduling, staffing and ticketing. Prerequisite: SPMG 3000

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered in Spring terms
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SPMG 4460 - Internship in Sports Management

This course represents a unique opportunity for a qualified student to expand his or her understanding of the practical applications of the business of sports teams. The internship contract will specifically identify the student's obligations and duties, the nature and extent of the host enterprise's commitment to assist the student in further extending his or her knowledge of enterprise operations, and the basis on which the student's learning accomplishments will be measured. No more than 6 credit hours may be applied toward the student's graduation requirements. Prerequisites: Sports management major with demonstrated superior capabilities and prior approval of the internship contract by the sports management coordinator.

Grade Basis: AL

Credit hours: 3.0

Lecture hours: 3.0

Restrictions:

- Offered in Fall and Spring terms
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LaGrange College

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