

COLLEGE OF BUSINESS - SPORT MANAGEMENT PROGRAM 2023-2024 ACADEMIC YEAR UNDERGRADUATE CURRICULUM

The University of Colorado Colorado Springs, along with the College of Business, was established in 1965. The College, which is accredited by The Association to Advance Collegiate Schools of Business (AACSB International), awards the Bachelor of Science in Business degree.



GENERAL REQUIREMENTS

All students enrolled in the College of Business are subject to academic policies and procedures as outlined in the University of Colorado Colorado Springs Academic Catalog. *Please read the [2023-2024 Catalog](#) carefully.*

The undergraduate degree requires 120 semester hours with courses covering general education, general business, and specific areas of interest (emphases/minors).

Upper-division Hours: A minimum of 45 credits must be upper-division (3000 or 4000-level) course work.

Residency: College of Business students must complete a minimum of 30 credits as business students to include the 18 credits in the area of emphasis and BGSO 4000 & STRT 4500.

Transfer Restriction: A maximum of 60 semester hours of appropriate academic credit taken at a junior or community college may be applied toward the undergraduate degree in business.

The College reserves the right to disallow any credit that is not appropriate academic degree credit.

The College does not allow students to pursue a second bachelor's degree in business.

All students in AACSB Accredited programs must complete a minimum of 45 credits in business.

The College of Business divides the business curriculum into two parts: Skills Courses and the Professional Program.

Skills courses are completed in the freshman and sophomore years and provide students with a foundational knowledge of business skills and competencies. Skills courses must be completed with a C- or better and are the following courses: ACCT 2010, ACCT 2020, ECON 1010, ECON 2020, Core Writing Course, MATH 1040, MATH 1120, QUAN 2010, and QUAN 2020.

Upon the successful completion of the freshman and sophomore years, business students move on to the Professional Program. The Professional Program gives students the opportunity to gain knowledge of core business concepts but also allows students a focused area of study in their chosen emphasis. The Professional Program consists of the Junior Core classes (FNCE 3050, MGMT 3300, MKTG 3000, INFS 3000 and OPTM 3000), an emphasis (18 hours - courses depend on student's choice) and two Senior Capstone courses (BGSO 4000 and STRT 4500). All Professional Program courses must be completed with a C- or better.

Emphasis students must maintain the following criteria:

- 2.0 cumulative CU GPA
- 2.5 College of Business GPA
- 2.5 Area of Emphasis GPA
- Completion of all Skills, Junior Core, Capstone and Emphasis courses with no grade below C-.

Students not meeting the above criteria will not graduate with a Professional Program Area of Emphasis but may qualify for a General Business degree if their CU and Business GPAs are at least a 2.0.

2023-2024 Sport Management Model Degree Program

The following four-year plan lists all the specific course requirements for the Bachelor of Science in Business degree with an emphasis in Sport Management. The order in which these courses are taken may vary with course availability. However, normal degree progress in the College of Business requires that students complete the degree in a freshman, sophomore, junior, senior sequence.

Students are responsible for completing all course prerequisites; prerequisites are strictly enforced.

All skills, core, emphasis, and capstone courses must be completed with a C- or better.

All classes are presumed to be 3 credits unless otherwise noted.

FRESHMAN YEAR

Fall Semester

Spring Semester

____ GPS 1010 Gateway Program Seminar¹
____ ECON 1010 Introduction to Microeconomics²
____ Core Writing Course (ENGL 1310 or 1308 or 1305)³
____ MATH 1040 College Algebra³ (4 credits)
____ SPTM 1000 Introduction to Sport Management

____ ECON 2020 Introduction to Macroeconomics
____ TCID 2080 Business and Administrative Writing³
____ INFS 1100 Production Apps for the Workplace
____ MATH 1120 Calculus for Business & Economics³
____ Explore – Arts, Humanities and Cultures⁴

SOPHOMORE YEAR

Fall Semester

Spring Semester

____ ACCT 2010 Financial Accounting
____ COMM 2010 Comm in Workplace or 2100 Public Speaking
____ QUAN 2010 Business Statistics
____ SPTM 2000 Principles of Sport Law
____ SPTM 2350 Sport Science for Sport Adm⁵ (4 credits)
(fall only)

____ ACCT 2020 Managerial Accounting
____ INFS 3000 Info Systems & Business Intelligence
____ MKTG 3000 Principles of Marketing
____ QUAN 2020 Quantitative Analysis for Business
____ Open Elective⁷
____ SPTM 2960 Pre-internship & Prof Develop¹⁵ (1 credit)

JUNIOR YEAR

Fall Semester

Spring Semester

____ FNCE 3050 Basic Finance
____ MGMT 3300 Intro to Management and Organization⁸
____ MKTG 4510 Sport Marketing
____ OPTM 3000 Fundamentals of Operations Mgmt⁶
____ Writing Intensive⁹ or Open Elective⁷

____ BGSO 4000 Business, Government, & Society¹⁰
____ SPTM 4300 Sport Facility and Event Management
____ Sport Emphasis Course¹¹
____ SPTM 3960 Internship¹⁵
____ Open Elective⁷
____ [Writing Portfolio](#) (PORT 3000 required, zero credit)¹²

SENIOR YEAR

Fall Semester

Spring Semester

____ STRT 4500 Strategic Management¹³
____ SPTM 4200 Researching Critical Issues in Sport Mgmt
____ Sport Emphasis Course¹¹
____ Open Elective⁷
____ Open Elective⁷

____ SPTM 4960 Internship¹⁵ (4 credits)
____ Sport Emphasis Course¹¹
____ Business Course¹⁵
____ Open Elective⁷ (2 credits)

Model Degree Plan Notes:

1. Compass Curriculum Gateway Experience course.
2. ECON 1010 fulfills the Explore - Society, Social and Economic Institutions, Health, and Human Behavior for Compass Curriculum.
3. ACT/SAT scores, Placement tests and Self-directed placement will be used for placement in English and MATH courses. Core Writing and TCID 2080 are required for the Compass Curriculum Core Writing courses. MATH 1120 fulfills the Compass Curriculum Quantitative Reasoning course requirement.
4. Choose an Explore Arts, Humanities and Culture course.
5. This course fulfills the Explore – Physical & Natural World requirement for Compass Curriculum
6. OPTM 3000 fulfills one of the two required Compass Curriculum Writing Intensive courses.
7. An open elective is any college-level course.
8. MGMT 3300 fulfills the Compass Curriculum Inclusiveness component.
9. Choose a Compass Curriculum Writing Intensive Course if not fulfilled in your Arts, Humanities, and Culture course.
10. BGSO 4000 fulfills the Compass Curriculum Navigate Course and Sustainability Components.
11. Sport Emphasis courses are on the third page of the Model Degree Plan.
12. Students must enroll in PORT 3000 to submit their Writing Portfolio or enroll in an additional upper division writing course.
13. STRT 4500 fulfills the Compass Curriculum Capstone requirement.
14. A business course is any course offered by the College of Business that is not already required for the degree. These courses can also be minor courses.
15. SPTM 2960, 3960 and 4960 fulfill the course and experiential learning requirements of the ROAR program.

Sport Emphasis Courses (choose three from the list below - a minimum of two of the three must be from SPTM 4150, SPTM 4250, SPTM 4450. Sport Management students can choose to complete all three SPTM classes.)

Choose a minimum two of these three:

SPTM 4150 Sport Sales and Analytics (*spring only*)

SPTM 4250 International and Olympic Sport Development (*spring only*)

SPTM 4450 Collegiate Athletic Administration (*fall only*)

Remaining course options:

ECON 3800 The Economics of US Professional Sport

Any 3000/4000 level College of Business Course*

- To enhance the emphasis in sport management students can take SPTM 4150, SPTM 4250, and SPTM 4450 as their sport management electives and take ECON 3800- The Economics of Professional Sport as an open elective.
- To enhance your focus in a particular area of business, students can take a specific 3000 or 4000 level College of Business elective class as well as their BUS elective class in a range of specific topics such as leadership, human resource, services marketing, digital marketing, and marketing research.

*If you are a dual emphasis student, the 3-credit hour 3000 or 4000 level elective class can count towards a dual emphasis, but not towards a Business minor.

Students should work with advisors in selecting electives best suited for their professional interest areas for the direction they intend their sport emphasis to take them upon graduation.

SPTM Course Descriptions

SPTM 1000 - Introduction to Sport Management: A survey of the history of modern sport; examination of the foundation, operations, philosophy, and trends of contemporary sport management. Presentation of skills and techniques to prepare students to administer programs in diverse sport settings; issues and complex problems that confront sport leaders are emphasized.

SPTM 2000 - Principles of Sport Law: Investigation and analysis of the law and legal issues in sport settings. Topics include negligence theory, risk management, common defenses, product liability, insurance, contracts, and implications for event development and operations.

SPTM 2350 - Sport Science for Sport Administrators: Integration of exercise training and testing into business practices of sports organizations. Interdisciplinary lecture/lab format introduces and emphasizes roles and impact of human anatomy, exercise physiology, bio-mechanics, growth and development, nutrition, training principles, and drug testing in the development and management of sport.

SPTM 2960 - Pre-internship and Professional Development: After gaining practical knowledge and hands-on experience through required field experience hours, students will prepare for their internships through several professional development assignments. Students will develop and enhance their cover letter, and their resume writing skills, complete mock interviews and plan out their remaining course schedule with timing of internship placements in mind.

SPTM 3960 - Internship in Sport Management: Junior-level undergraduate experiential opportunity in sport management.

SPTM 3970 - Project Based Learning in Sport Management: This remote based course will blend practical experiential learning through the completion of a project assigned by staff within the Denver Nuggets, Colorado Avalanche and Colorado Rapids organizations.

SPTM 4150 - Sport Sales and Analytics: Provides students the skills necessary to use data to cultivate relationships and activation strategies associated with the sport product. Considerable time will be spent on the sales process, data analytics, fundraising, and relationship management as it applies to selling various sport products.

SPTM 4200 - Researching Critical Issues in Sport Management: The goal of this class is for students to better understand the research process and to apply this to a specific critical issue in the sport management field. The class provides students with tools and insights to help guide personal inquiry and the research process. Students will work in pairs to design, plan, implement and present a bespoke research project focusing on a critical issue in sport management.

SPTM 4250 - International and Olympic Sport Development: This course examines the evolution of modern sport including the development and growth of the Olympic system. It explores the values associated with the system, the range of ethical challenges that confront the system, the conditions that give rise to such problems, and the prospects for the reform of future governance arrangements for international and Olympic sport.

SPTM 4300 - Sport Facility and Event Management: The course provides an overview of planning, development, and operation of sport facilities and sport events. The course includes methods for measuring facility and event performance.

SPTM 4450 - Collegiate Athletic Administration: This course focuses on issues of special importance to collegiate athletic administrators including topics such as governance, compliance, budgeting, program policies, recruiting, public relations, fundraising and effective leadership.

SPTM 4960 - Internship in Sport Management: Senior-level undergraduate experiential opportunity for sport management students.

MKTG 4510 - Sport Marketing: This course focuses on the two primary components of sports marketing: (i) the marketing of sport and (ii) the use of sport as a marketing tool for other products and services (i.e. sponsorship). The marketing of sport component gives attention to the various techniques and strategies used to market sport products, services, events and experiences. The first part of the class will work toward the preparation of a sport marketing strategy. The marketing through sport section will examine the core concepts, objectives and components of partnership marketing (and sports sponsorship as a central part of this) and will ultimately work toward presentation of a sport sponsorship proposal.

Sport Internships

In the Sport Management Program, students are required to acquire and successfully complete two sport internships to graduate with a Bachelor of Science in Business degree with an emphasis in Sport Management from UCCS.

The Colorado Springs sport centric community offers a variety of unique internship opportunities. Internships are typically conducted with local sports organizations such as the United States Olympic & Paralympic Committee, 25+ USA National Governing Bodies, Colorado Springs Sports Corporation, Colorado-based professional sport clubs (Denver Nuggets, Colorado Avalanche and Colorado Rapids), local collegiate programs or other select private and public sports organizations. Positions can be competitive, and students are responsible for obtaining their internship opportunities as well as the transportation to and from these opportunities and any related expenses.

Students must apply for internships following the procedures established by the Internship Coordinator and each organization; these procedures will vary greatly between organizations, and it is the student's responsibility to ensure that all applications and supporting materials are filed in a timely manner. All placements must be approved by the Internship Coordinator prior to enrolling; failure to do so may result in the internship not being approved for credit. During an internship, students must complete periodic evaluations with their supervisor, keep a weekly journal of their experiences along with a paper summarizing their experiences, challenges, learnings and more. Students may be dismissed from the Sport Management program for unsatisfactory performance on an internship.

Most common internship placement sites:

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|---------------------------------------|---------------------------------------|---------------------|
| ✓ Air Force Athletics | ✓ MLB Players Alumni Association | ✓ USA Cycling |
| ✓ Colorado Avalanche | ✓ Pikes Peak Int'l Hill Climb | ✓ USA Hockey |
| ✓ Colorado College Athletics | ✓ Rocky Mountain Vibes baseball | ✓ USA Swimming |
| ✓ Colorado Rapids | ✓ UCCS Athletics | ✓ USA Triathlon |
| ✓ Colorado Springs Sports Corp | ✓ U.S. Olympic & Paralympic Committee | ✓ USA Volleyball |
| ✓ Denver Nuggets | ✓ USA Basketball | ✓ USA Weightlifting |
| ✓ English Premier League Soccer Clubs | | |

Sport Management Activity Council (S.M.A.C.)

S.M.A.C. is the student led organization that promotes professional development in our students by offering a variety of events each semester. Students are expected to attend as many events as possible to expand their knowledge and network with professionals in the industry. Example events include:

- Guest Speakers
- Professional Development workshops
- Networking events with sport organizations & professionals
- Semester kickoff events to reunite students through food and games
- Program ski trip to Breckenridge

ROAR Program Overview:

Relationships ▪ Opportunities ▪ Acumen ▪ Readiness

<https://business.uccs.edu/resources/career-development-center/ROAR>

Purpose

The purpose of the ROAR program is to prepare undergraduate College of Business students for their transition from college to career. The program focuses on career exploration, career planning, professionalism, networking, and mentorship. The goal of the ROAR program is for students to seamlessly transition from their academic careers as College of Business students to careers as business professionals.

Goals

1. Provide students with an in-depth understanding of their interests, skills, and values, and how these match to specific jobs and professions.
2. Give students hands-on experience on how to write cover letters and resumes, practice effective interviewing techniques, develop effective job-hunting skills, and refine the art of building a professional network.
3. Immerse students in experiential learning opportunities to gain real world experience prior to graduation. This may include internships, service-learning and volunteer opportunities, co-ops, and part-time employment.
4. Help students converse, interact, and dress in a professional manner with a focus on professional etiquette.
5. Provide rich mentorship opportunities that connect students with industry professionals.
6. Provide students with tools to successfully transition from the College of Business to a career as a business professional.

Sport Management students will meet the ROAR program requirements through SPTM coursework already built into the Sport Management Program.