

**Big**  
ideas.  
Real-world thinking.



**MINNESOTA STATE**  
**UNIVERSITY**  
MANKATO

## **SPORT MANAGEMENT** *College of Allied Health & Nursing*

### **WHAT DEGREE AND PROGRAM DO WE OFFER?**

We offer a Bachelor of Science degree in Sport Management.

### **EXAMINING THE QUALITY OF OUR PROGRAM**

#### **History**

The Minnesota State University, Mankato's Sport Management Program is the oldest in the Midwest. Over the years it has evolved into a nationally recognized program with a strong tradition of academic excellence and applied hands-on learning experiences. Currently, the program has the greatest number of Human Performance undergraduate and graduate students of any program within the department. The curriculum meets the guidelines recommended by the North American Society of Sport Managers (NASSM) yet also emphasizes the importance of experiential learning and application of information to real-world sport management problems and issues.

#### **Faculty**

The sport management faculty all hold doctorates and are active researchers and scholars within the industry. Our research focuses include such applied topics as youth sport management, coaching, diversity and gender issues, and leadership. Our faculty have also received numerous grants for teaching, technology, curriculum revision, and research. Recently, our program has placed increased emphasis on global solutions and has incorporated more study abroad/away initiatives.

#### **Advisory Board**

The sport management program created the advisory board in the fall of 2009. Members of the board include sport business leaders from various sport organizations including: Lifetime Fitness, Minnesota Twins, Vikings, and Timberwolves, Minnesota State Mankato Athletics, Daktronics, NAIA, and many more. The members of the board provide advice to improve our program and opportunities for our students through volunteer work or internships.

### **WHAT CAREER OPPORTUNITIES ARE AVAILABLE FOR STUDENTS COMPLETING THIS PROGRAM?**

The sport management industry is a \$200 billion dollar industry with a plethora of job opportunities. Graduates from this program work in fields such as: Professional sport franchises (major and minor leagues), high school and college athletics, media, public relations, amateur and youth sport organizations, college intramural/recreation departments, sport equipment and apparel companies, the health and fitness industry and sport marketing. Alumni from Minnesota State Mankato's Sport Management program hold jobs in many different areas across the nation.

### **STUDENT EXPERIENCES**

The sport management program places a strong emphasis on experiential learning where they take the theory provided in class and put it into action. Within our classes students obtain hands-on experience creating comprehensive marketing plans, developing and implementing events, balancing and working with a budget, service learning, and much more! The curriculum requires students to complete an internship in which they work within the sport business industry and perform the skills necessary to enter the workforce. Minnesota State University, Mankato is located near the Minneapolis-St. Paul area, which offers a wide variety of internship opportunities. Some students pursue internship opportunities across the nation or abroad! These may range from assisting an athletic director, work in operations in intercollegiate athletics, or directing promotions for a professional sport franchise. Our students have worked with the Ryder Cup, Mankato Moondogs, Minnesota Vikings, Minnesota Lynx, MN Timberwolves, MN Twins, St. Paul Saints and more!

### **PROGRAM REQUIREMENTS**

We require sport management majors to have a minor in one of the following business management, accounting, business law, marketing, economics, international business, finance, mass communications, or athletic coaching. In addition, we require our students to complete courses in sport facilities, sport finance, sport ethics, sport administration, and event management. Electives can include sport tourism, sport media, international sport management, and many more.

## FOR MORE INFORMATION PLEASE CONTACT

### Department of Human Performance

Minnesota State University, Mankato  
1400 Highland Center  
Mankato, MN 56001

### Phone

507-389-6313 (V)  
800-627-3529 or 711 (MRS/TTY)

### Or visit our website at:

<http://ahn.mnsu.edu/hp/sm/>

Your are encouraged to visit the campus.

To arrange for a visit, please call:

Office of Admissions: 507-389-1822

Toll-free: 800-722-0544

## SAMPLE FOUR-YEAR CURRICULUM (SPORT MANAGEMENT, BS)

First Year (Fall)	First Year (Spring)
ENG 101 Composition (4) CMST 100 Fundamentals of Communication (3) <b>OR</b> CMST 102 Public Speaking (3) MATH 112 College Algebra (4) General Education Course (3)	PSYCH 101 Introduction to Psychological Science (4) SOC 101 Introduction to Sociology (3) ECON 201 Principles of Macroeconomics (3) <b>OR</b> ECON 202 Principles of Microeconomics (3) General Education Course (4)
Second Year (Fall)	Second Year (Spring)
HP 141 Introduction to Sport Management (3) HP 290 Psycho-Social Aspects of Sport (3) ACCT 200 Financial Accounting (3) Diverse Cultures Course (4) Minor Course (3)	Minor course (4) Writing Intensive Course (4) General Education Course (4) General Education Course (4)
Third Year (Fall)	Third Year (Spring)
HP 325 Ethics and Morality in Sport Management (3) HP 350 Sport Business and Professional Development (3) General Education Course (3) General Education Course (3) Minor Course (3)	HP 435 Planning Sport Facilities (3) HP 459 Financial Aspects of Sport (3) HP 463 Seminar in Sport Management (3) Minor Course (3) Minor Course (3)
Fourth Year (Fall)	Fourth Year (Spring)
HP 462 Sport Administration (3) HP 465 Legal Aspects of Physical Education & Sport (3) HP 468 Sport Marketing (3) HP 497 Sport Tourism (3) Minor Course (3)	HP 469 Event Management in Sport (3) HP 488 Applied Sport Business (3-6) HP 496 Internship (3-6) Minor Course (3)

For additional information about course requirements, please visit <https://mankato.mnsu.edu/academics/academic-catalog/>

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