

Curriculum Guide: B.S.B.A. in Sport Management

Four Year Curriculum Guide (Beginning with the 2026 catalog)

Year 1 - Fall Semester

Course #	Title	CR
ENG 101	English Composition I (Core 1)	3
CORE	Institutional Requirement (Core 2)	3
CORE	Institutional Requirement (Core 3)	3
MGT 240	Introduction to Management	3
SMG 161	Intro to Sport, Rec., & Leisure	3
SMG 168	Field Experience in Sport I	1
		16

Year 2 - Fall Semester

Course #	Title	CR
MAJOR	Major Elective (1)	3
ACCT 202	Managerial Accounting	3
MATH 108	Introductory Statistics (Core 6)	3
MKT 233	Principles of Marketing	3
ECON 232	Microeconomics (Core 7)	3
MGT 223	Business Communications	3
		18

Year 3 - Fall Semester

Course #	Title	CR
SMG 305	Management in Sport (FA)	3
MAJOR	Major Elective (2)	3
MINOR	Minor Course (2)	3
CORE	Institutional Requirement (Core 11)	3
CORE	Institutional Requirement (Core 12)	3
		15

Year 4 - Fall Semester

Course #	Title	CR
SMG 345	Sport Analytics (FA)	3
MGT 489	Senior Seminar	3
MGT 499	Senior Assessment	1
CORE	Institutional Requirement (Core 14)	3
CORE	Institutional Requirement (Core 15)	3
MAJOR	Major Elective (3)	3
		16

This plan accommodates a 12 credit hour minor.

Refer to program evaluation for verification of program progress.

Institutional Requirements (CORE) - refer to catalog for specific guidelines/course options.

Year 1 - Spring Semester

Course #	Title	CR
ENG 102	English Composition II (Core 4)	3
CORE	Institutional Requirement (Core 5)	3
MIS 221	Information Technology	3
ACCT 201	Financial Accounting	3
SMG 255	Leadership: Theory & Practice	3
		15

Year 2 - Spring Semester

Course #	Title	CR
SMG 238	Field Experience in Sport II	2
SMG 250	Global Perspectives in Sport (SP)	3
CORE	Institutional Requirement (Core 8)	3
ECON 233	Macroeconomics (Core 9)	3
MINOR	Minor Course (1)	3
CORE	Institutional Requirement (Core 10)	3
		17

Year 3 - Spring Semester

Course #	Title	CR
BLAW 401	Business Law I	3
SMG 415	Sport Marketing (SP)	3
MGT 319	Operations Management	3
CORE	Institutional Requirement (Core 13)	3
FIN 228	Financial Management	3
MINOR	Minor Course (3)	3
		18

Year 4 - Spring Semester

Course #	Title	CR
BUS 339	Business Internship	3
MAJOR	Major Elective (4)	3
MAJOR	Major Elective (5)	3
MINOR	Minor Course (4)	3
		12

Total Credit Hours 127

OFFICE OF ADMISSIONS

401 College Avenue Ashland, OH 44805
Phone: 419.289.5052 **Fax:** 419.289.5999
E-Mail: enrollme@ashland.edu