

Briar Cliff UNIVERSITY

Western Iowa Tech Community College to Briar Cliff University

TRANSFER GUIDE



BACHELOR OF ARTS IN SPORTS MANAGEMENT PROGRAM

OVERVIEW

This program is designed to prepare students for making a living in the business side of the sports world. Students will become experts in sports promotion, sales, facilities and the other fundamental concepts of operating an athletic organization. This program provides the generalist background needed for a variety of careers in sport management and a solid foundation for post graduate work and undertakings.

The sports management program delivers quality education and develops students into leaders who will be comfortable providing direction in a changing global environment using an ethical and socially responsible framework. This is accomplished through a curriculum that allows for a broad education using business theory and practice, and based upon a liberal arts foundation. Sports management students will learn concepts that emphasize not only technical competence, but also the ethics of professional service, thereby seeking to foster sensitivity and responsiveness to social responsibility, as well as the ability to identify and pursue personal opportunities. Towards the end of the program, student will dip their toes into the professional landscape by experiencing supervised internships for credit.



PROGRAM ENTRY

Students enrolled in this cooperative program complete their Associate of Arts degree in Sports Management at Northeast Community College and Bachelor of Arts in Sports Management at Briar Cliff University. Assessment and advising before registration will help ensure success in program planning and completion.

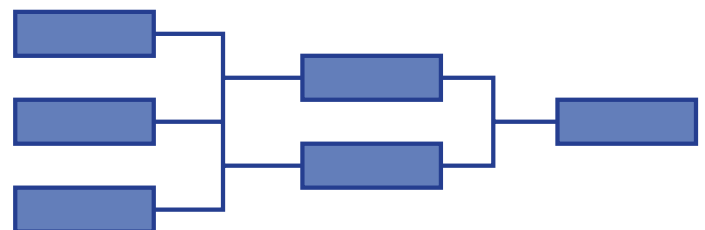
WHY THIS PROGRAM?

Fun, games, and a whole lot more: You may already be a sports nut, but to be successful in this program, you'll also need to be a fan of finance, health, marketing and law, particularly as they relate to the sporting world. This is a business degree that will teach how to negotiate contracts, create a budget, practice public relations and study the legal issues surrounding athletics today.

Get hand-on experience in a sports town: Sioux City is a sports town, brimming with opportunity for the sports enthusiast. Land an internship with the Charger athletic department, or one of three minor league sporting organizations in town: Explorers baseball, Bandits football or Musketeers hockey). Sioux City is also home to the Great Plains Athletic Conference (GPAC) headquarters, the Norm Waitt, Sr. YMCA and the Tyson Events Center, and home of two major NAIA national championships (volleyball and women's basketball).

CAREER OPTIONS

- Athlete development specialist
- Athletic director
- Business development coordinator
- Contract administrator
- Event coordinator
- Facilities manager
- Fitness manager
- Marketing coordinator
- Operations manager
- Public relations
- Sales coordinator
- Sports agent



BACHELOR OF ARTS IN SPORTS MANAGEMENT

Northeast Community College

Freshman - Fall Semester (16-18 credits)

ACCT 1200	Principles of Accounting I	3
BSAD 2700	Business Law I	3
ENGL 1010	English Composition I	3
BSAD 2540	Principles of Management	3
Mathematics*		3-5
BSAD 1005	Investing in Strengths	1

Freshman - Spring Semester (15 credits)

ACCT 1210	Principles of Accounting II	3
MATH 2030	Introduction to Statistics OR	
BSAD 2170	Applied Statistics	3
BSAD 2250	International Business	3
Behavioral Science		3
English/Literature		3

Sophomore - Fall Semester (16-17 credits)

ECON 2110	Principles of Macroeconomics	3
HPER 1550	Lifetime of Wellness	3
Oral Communication		3
Natural Science		4-5
BSAD 2520	Principles of Marketing	3

Sophomore - Spring Semester (15 credits)

BSAD 2050	Business Communications	3
ECON 2120	Principles of Microeconomics	3
Fine/Performing		3
History		3
Elective**		3

Northeast Program Total 62-65

*Recommended Mathematics

MATH 1140 (or higher) Intermediate Algebra

**Recommended Elective

INFO 2100 Excel Spreadsheet Applications

Briar Cliff University

Junior - Fall Semester (15 credits)

BUAD 220	Microcomputer Applications for Bus.	3
SPMA 220	Sports Law	3
BUAD 330	Principles of Corporate Finance	3
BUAD 226	Bus. Ethics and Social Responsibility	3
BUAD 301	Principles of Marketing	3

Junior - Spring Semester (14 credits)

SPMA 201	Principles of Sports Management	3
SPMA 301	Sports Marketing and Promotions	3
BUAD 352	Risk Management and Insurance	3
SPMA 335	Name, Image Likeness & Personal Branding	3
SPMA or BUAD	Independent Study	2

Senior - Fall Semester (15 credits)

BUAD 308	Sales	3
BUAD 325	Human Resource Management	3
SPMA 325	Event and Facility Management	3
BUAD 330	Corporate Finance	3
SPMA 479	Sports Analytics	3

Senior - Spring Semester (14 credits)

SPMA 430	Sports Finance	3
CORE 310	Franciscan Core Courses	2
THEO 204	Christian Morality	3
SPMA 429	Strategic Sports Management	3
SPMA 490	Internship	3

Briar Cliff University Program Total 58

Required Minimum Total Credit Hours

(between NECC and BCU) 120

Briar Cliff
UNIVERSITY

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briarcliff.edu