

# 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.



### 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.

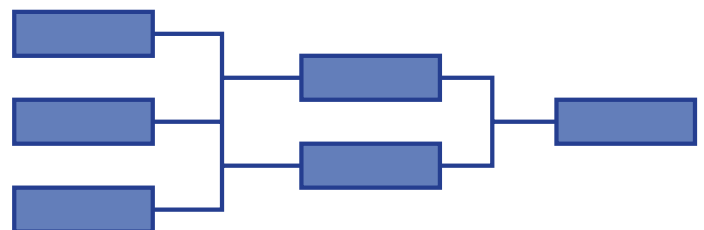
**Get hand-on experience in a sports town:** Sioux City is a sports town, brimming with opportunity for the sports enthusiast. Land an internship with the Charger athletic department, or one of three minor league sporting organizations in town: Explorers baseball, Bandits football or Musketeers hockey). 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

### PROGRAM ENTRY

Students enrolled in this cooperative program complete their Associate of Arts degree in Sports Management at Western Iowa Tech 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.



# BACHELOR OF ARTS IN SPORTS MANAGEMENT

## Western Iowa Tech Community College

### Freshman - Fall Semester (16 credits)

SDV 108	The College Experience	1
BUS 102	Intro to Business	3
CSC 116	Information Computer	3
ECN 120	Principles of Macroeconomics	3
BUS 185	Business Law I	3
ENG 105	Composition I	3

### Freshman - Spring Semester (16 credits)

MGMT 101	Principles of Management	3
ECN 130	Principles of Microeconomics	3
BUS 186	Business Law II	3
ENG 106	Composition II	3
MAT 157	Statistics	4

### Sophomore - Fall Semester (17 credits)

ACC 131	Principles of Accounting I	4
BIO 105	Intro to Biology	4
MUS 100	Music Appreciation	3
PHI 105	Introduction to Ethics	3
CLS 212	Diversity	3

### Sophomore - Spring Semester (15 credits)

MAT 201	Applied Calculus	5
ACC 132	Principles of Accounting II	4
ART 101	Art Appreciation	3
SPC 112	Public Speaking	3

**Western Iowa Tech Program Total ..... 64**

#### \*Recommended Mathematics

MATH 1140 (or higher) Intermediate Algebra

#### \*Recommended Elective

INFO 2100 Excel Spreadsheet Applications

General Education Requirements: two courses from the Aesthetic Foundation (AE), one from the Historical Foundation (HC), and one from the Religious Foundation (RE), one from the Multicultural foundation (MC). Students completing their AA through WITCC will have the Foundation courses waived for to BCU. Students only completing the pre-requisite courses and not earning the AA will be required to complete all Foundation courses for graduation with their CJUS degree.

### Required WITCC Courses for BCU Foundation

Aesthetics courses (AE)  
 ART 101, ART 203, ART 204, DRA 101, DRA 112,  
 HUM 101, HUM 220, LIT 101, LIT 110, LIT 111,  
 LIT 140, LIT 141, LIT 150, LIT 151, LIT 185, MUS 100,  
 MUS 199, MUS 205

#### Multicultural Foundation (MC)

LIT 150, LIT 151, REL 101, MUS 202, GEO 121,  
 HIS 255, HIS 256, LIT 133, LIT 189, SOC 200

#### Historical Consciousness Foundation (HC)

HIS 110, HIS 111, HIS 151, HIS 152, HIS 251,  
 MMS 101, PHI 101, POL 111

#### Religious Education (RE) - Taken at BCU

THEO 116 Church in the World  
 ORTHEO 203 Christian Denominations  
 ORTHEO 107 Christian & Franciscan Tradition

#### Franciscan Core - Taken at BCU

CORE 110

## Transfer Scholarships

Awards up to \$14,000

Briar Cliff University transfer scholarships are only available to first-time transfer students who are entering our student body with a minimum transfer CGPA of 2.0. The total scholarship amount awarded will be allotted throughout your time at Briar Cliff University, provided a minimum CGPA of 2.0 is maintained.

## Questions?

Contact Admissions at (712) 279-5200 or email [Admissions@briarcliff.edu](mailto:Admissions@briarcliff.edu).

# BACHELOR OF ARTS IN SPORTS MANAGEMENT

## 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 WITCC and BCU) ..... 120**

**11:1**  
**STUDENT TO  
FACULTY RATIO**

**30+**  
**STUDENT SUPPORT  
SERVICES**

**90+**  
**YEARS OF EXCELLENCE  
IN EDUCATION**

**Briar Cliff**  
**UNIVERSITY**

the catholic franciscan learning place

3303 Rebecca Street  
Sioux City, IA 51104  
(712) 279-5200

[admissions@briarcliff.edu](mailto:admissions@briarcliff.edu)



[briarcliff.edu](http://briarcliff.edu)