

Exercise and Sport Science Major: Sport Management Emphasis - Bachelor of Science (BS)

Major requirements

(College of Science and Health)

Admission to program

Admission to the sport management emphasis is competitive and not all who apply may be accommodated. From those applying each year, approximately 30 will be admitted into the sport management emphasis. To be considered for admission to the exercise and sport science major: sport management emphasis, the student must have:

1. Completed or be "in progress" of completing at least 30 semester credits, including general education credits and the two pre-admission core courses (BIO 100 or BIO 105 or MIC 100; ESS 110) with a grade of at least "C" in each of these core courses.
2. A cumulative UWL GPA of 2.75 or higher.
3. Applications are due October 1 to be considered for admission to the program spring semester or February 1 to be considered for admission to the program for fall semester. All candidates must meet academic, professional involvement, and personal qualifications and be approved by the Sport Management Advisory Board. Consideration for selection is based on the following criteria:
 - a. Cumulative UWL GPA;
 - b. Professional involvement;
 - c. Professional site visitations/observations/work experiences;
 - d. Writing skills; and
 - e. Interview.

Retention and advancement

1. Once admitted, a 2.75 GPA (cumulative and major) must be maintained and a "C" grade or better must be earned in all required and elective major courses for retention in the program. Students whose GPA falls below 2.75 will be placed on program probation for one semester. Failure to achieve a 2.75 GPA (cumulative and major) by the end of the probation semester will result in ineligibility to continue in the program.
2. To be admitted to ESS 450 Exercise and Sport Science Internship, students must achieve a 2.75 cumulative and major GPA and have successfully completed all program course work.

For complete details regarding application procedures, contact the Sport Management Program Director in the Department of Exercise and Sport Science.

Curriculum

67 credits

Code	Title	Credits
Core		
ESS 110	Introduction to Sport Management	2
ESS 144	Ethics and Leadership in Sport	2
ESS 205	Human Anatomy and Physiology for Exercise Science I	3
ESS 206	Human Anatomy and Physiology for Exercise Science II	3
ESS 320	Field Experience in Sport Management	3
ESS 373	Media and Public Relations in Sport Management	3
ESS 407	Sport Management and Society	3
ESS 410	Legal Implications of Sport	2
ESS 421	Sport Operations and Event Management	3
ESS 432	Financial Aspects of Sport	3
ESS 444	Revenue Generation in Sport	3
or ESS 445	Planning Facilities for Physical Activity and Sport	
ESS 447	Administration in Fitness and Sport	3
ESS 448	Promotion and Development of Fitness and Sport Programs	3
ESS 449	Seminar in Fitness/Sports Management	1
ESS 450	Exercise and Sport Science Internship	12
ACC 221	Accounting Principles I	3
MGT 308	Organizational Behavior	3
MKT 309	Principles of Marketing	3
Writing and communication		
Select one course from the following:		3
CST 260	Professional Communication	
ENG 307	Workplace Writing	
ENG 308	Technical Writing	
ENG 309	Writing in the Sciences	
ENG 310	Digital Content and User Experience Writing	
ENG 314	Grant Writing	
ENG 325	Multimedia News Writing and Editing	
ENG 327	Publishing in a Digital Age	
ENG 335	Introduction to Professional and Technical Writing	
Electives		
Select six credits of the following:		6
ESS 201	Safety, First Aid and CPR	
ESS 281	Prevention and Care of Athletic Injuries	
ESS 302	Physiology of Exercise	
ESS 303	Biomechanics	
ESS 323	Nutrition and Sport	
ESS 349	Psychology of Coaching Competitive Athletics	
ESS 368	Strength Training Techniques and Programs	
ESS 444	Revenue Generation in Sport ¹	
or ESS 445	Planning Facilities for Physical Activity and Sport	
CST 260	Professional Communication ²	
or ENG 307	Workplace Writing	
or ENG 308	Technical Writing	
or ENG 309	Writing in the Sciences	
or ENG 310	Digital Content and User Experience Writing	
or ENG 314	Grant Writing	
or ENG 325	Multimedia News Writing and Editing	
or ENG 327	Publishing in a Digital Age	
or ENG 335	Introduction to Professional and Technical Writing	

IS 220	Information Systems for Business Management
FIN 355	Principles of Financial Management
BLAW 205	The Legal and Ethical Environment of Business
BLAW 305	Business Law
ECO 320	Economics of Sports
MGT 385	Human Resource Management
MKT 365	Integrated Marketing Communications
MKT 370	Professional Selling
MKT 444	Sports and Recreation Marketing
REC 310	Youth Development in the Recreation Profession
REC 390	Principles of Management in Recreation
REC 402	Risk Management in Leisure Service Organizations

Total Credits 67

¹ ESS 444 or ESS 445 may apply to the electives if not used in the core.

² CST 260 or ENG 300-level professional writing may apply to the elective courses if not used in the "Writing and Communication" requirement.

General education requirements

Exercise and sport science majors with sport management emphasis are required to take BIO 100 or BIO 105 or MIC 100, ECO 110 and HPR 105 to meet prerequisites for advanced courses and/or for admission to the emphasis. These courses will also fulfill general education requirements.

Degree requirements

All students must complete the general education, college core (waived for exercise and sport science: sport management emphasis majors), major/minor, and university degree requirements in order to qualify for a degree. The easiest way to track all of these requirements is to refer to the Advisement Report (AR) found in the Student Information System (WINGS) Student Center. All enrolled students have access to the AR.

- General education (<https://catalog.uwlax.edu/undergraduate/generaleducation/>)
- Baccalaureate degree requirements (p. 2)

Baccalaureate degree requirements

Candidates for the Bachelor of Arts or the Bachelor of Science degrees must accomplish the following:

1. Fulfill the general education requirements.
2. Complete at least one ethnic studies (diversity) course.
3. Complete the courses prescribed by the Undergraduate Curriculum Committee for the degree desired in the respective school or college.
4. Earn a minimum of 120 semester credits with at least a 2.00 cumulative GPA.^{1,2}
5. At least 40 credits must be earned in 300/400 level courses. Transfer courses earned or transferred at the 300/400 level apply to this requirement.
6. Complete major and minor requirements with at least a 2.00 GPA^{1,2} in each major and minor (and concentration or emphasis, if selected).
7. A minimum of 30 semester credits in residence at UWL is required for graduation. (See undergraduate resident requirement (<https://catalog.uwlax.edu/undergraduate/academicpolicies/graduation/#undergraduate-residence-requirement>)).

8. Submit an application for graduation via the "Submit Intent to Graduate" link in the WINGS Student Center as soon as the student has registered for his or her final semester or summer term in residence. December and winter intersession graduates should apply by May 1. May and summer graduates should apply by December 1.

¹ Grade point average requirements for some programs will be considerably higher than 2.00. Re-entering students may be required to earn credits in excess of the 120 needed for graduation in any curriculum in order to replace credits earned in courses in which the content has changed substantially in recent years. Each case will be judged on its own merit.

² The grade point average recorded at the time the degree is awarded will not be affected by future enrollment.

No degree will be awarded unless all requirements are fulfilled and recorded within 30 days after the official ending date of each term.

Sample degree plan

Below is a sample degree plan that can be used as a guide to identify courses required to fulfill the major and other requirements needed for degree completion. A student's actual degree plan may differ depending on the course of study selected (second major, minor, etc.). Also, this sample plan assumes readiness for each course and/or major plan, and some courses may not be offered every term. Review the course descriptions or the class timetable (<http://www.uwlax.edu/records/regISTRATION/>) for course offering information.

The sample degree plans represented in this catalog are intended for first-year students entering UWL in the fall term. Students should use the Advisement Report (AR) in WINGS (<https://wings.uwlax.edu>) and work closely with their faculty advisor(s) and college dean's office to ensure declaration and completion of all requirements in a timely manner.

General Education Program

The general education curriculum (Gen Ed) is the common educational experience for all undergraduates at UWL. Sample degree plans include Gen Ed placeholders to ensure completion of the general education requirements. Courses may be rearranged to fit the needs or recommendations of the student's program of study. Gen Ed courses may be taken during winter term (January between the semesters) and summer to reduce the course load during regular terms (fall and spring). Students should consult with their advisor and/or the college academic services director in their college/school for assistance with course and schedule planning. Refer to the general education requirements (<https://catalog.uwlax.edu/undergraduate/generaleducation/>) for more specific details.

At least 40 credits of the 120 credits required must be earned at the 300/400-level.

Note: New students and transfer students with less than 12 credits earned are required to take FYS 100 First-Year Seminar (3 cr.) during one of their first two semesters at UWL.

This sample degree plan does not establish a contractual agreement. It identifies the minimum requirements a student must successfully complete, to qualify for a degree, in a format intended to assist the student in planning their academic career. Actual degree plans may differ.

This major is exempt from the CSH College Core requirement.

Year 1		
Fall	Credits Spring	Credits
ESS 110	2 ECO 110 (Gen Ed 1009 Social and Behavioral Studies)	3
BIO 100, 105, or MIC 100 (Gen Ed 1008 Experiential Science) ¹	4 ESS 144	2
HPR 105 (Gen Ed 1006 Mind and Body)	3 CST 110 (Gen Ed 1003 Spoken Literacy)	3
ENG 110 (Gen Ed 1002 Written Literacy)	3 Gen Ed 1004 Quantitative Reasoning	3-4
FYS 100 (Gen Ed 1001 First-Year Seminar)	3 Gen Ed 1011 Past That Define Us	3
Meet with faculty advisor to discuss admission requirements for the ESS-Sport Management program.	Gen Ed 1007 Arts and Aesthetics	2
	15	17
Year 2		
Fall	Credits Spring	Credits
ESS 205	3 ESS 206	3
Gen Ed 1010 Stories We Tell	3 ACC 221	3
Gen Ed 1005 Ethnic Diversity	3 Writing or Communication Course (see list)	3
Gen Ed 1013 Cultures of Our World	3 Gen Ed 1012 Planet That Sustains Us	3
Gen Ed 1007 Arts and Aesthetics	2 University Elective	3
Apply for admission to ESS-Sport Management program--see WINGS advisement report and ESS-Sport Management website for details.		
	14	15
Year 3		
Fall	Credits Spring	Credits
ESS 373	3 ESS 432	3
ESS 320	3 ESS 421	3
ESS 407	3 MGT 308	3
ESS 410	2 Sport Management Elective	3
MKT 309	3 Sport Management Elective	3
University Elective	2-3	
	17	15
Year 4		
Fall	Credits Spring	Credits
ESS 444 or 445	3 ESS 450	12
ESS 447	3	
ESS 448	3	
ESS 449	1	
University Elective	2	
University Elective	3	
	15	12
Total Credits: 120		

¹ MIC 100 or BIO 100 recommended.