



## Entrepreneurship Sport Management Certificate

### 2018–2019

#### **DESCRIPTION:**

The Entrepreneurship Certificate focusing on Sport Management consists of eight courses covering 23 credit hours and can be taken in as short as two semesters. This certificate will provide an entrepreneurial skill set to students that wish to open a small business in the sports or exercise field. Students will gain core knowledge in the foundation areas of sports such as event management, law, and marketing. Entrepreneurial knowledge will center on market research, segmentation and analysis, product development, revenue identification, sales forecasting, and sources of financing.

This certificate is meant to benefit a wide range of end users. Current students in either the Entrepreneurship Major or Sport and Exercise Major can benefit by taking the additional classes to enhance their success for opening a business. Potential students can also utilize this certificate as continuing education in order to advance with their current employer in the sport/exercise industry.

#### **ADMISSION REQUIREMENTS:**

This is a non-selective, open-admission program.

#### **ONGOING REQUIREMENTS:**

Students must maintain the minimum overall GPA required by the College.

#### **OPPORTUNITIES FOR GRADUATES:**

##### **Career:**

Completion of the Entrepreneurship Certificate focusing on Sport Management will provide students with the knowledge and skill sets to open their own small business in the sport management industry. Some common job titles for Certificate degree candidates include owner and manager

In addition to the Business Management core outcomes, a student pursuing the Entrepreneurship Certificate focusing in Sport Management will be able to demonstrate knowledge of the skills needed to start a new business. The certificate allows students to demonstrate knowledge of the research methods and skills needed to start, expand or purchase a business. In addition, they will be able to develop a business plan, list and explain the major factors influencing the success or failure of a small business, and demonstrate knowledge of the functional and interpersonal management skills needed to operate a small business.

##### **Transfer:**

The Entrepreneurship Certificate does not have transfer paths due to the nature of the content. Students will be prepared to open a small business upon completion of the program.

**CERTIFICATE REQUIREMENTS (ENTREPRENEURSHIP SPORT MANAGEMENT CERTIFICATE):****FIRST SEMESTER**

Course	Term	Credits	Milestones/Progress Check
BMGT2231 Fundamentals of Entrepreneurship	AU/SP/SU	3	
BOA1102 Excel I	AU/SP/SU	2	
SES2529 Sport and Event Management	AU/SP/SU	3	
BMGT1210 21ST Century Supervision	AU/SP/SU	3	
<b>Semester Credits</b>		<b>11</b>	

**SECOND SEMESTER**

Course	Term	Credits	Milestones/Progress Check
BMGT2232 Entrepreneurship: Business Plan Development	AU/SP/SU	3	
BOA1111 Bookkeeping	AU/SP/SU	3	
SES2534 Sport Marketing	AU/SP/SU	3	
SES2535 Sport Law	AU/SP/SU	3	
<b>Semester Credits</b>		<b>12</b>	
<b>Total</b>		<b>23</b>	

*AU: Autumn Semester/SP: Spring Semester/SU: Summer Semester  
Requirements subject to change.*