



LAKE ERIE
COLLEGE

SCHOOL OF BUSINESS

SPORT MANAGEMENT

INTERDISCIPLINARY PROGRAM

The sport management program is an interdisciplinary program designed to blend general management skills with the specific demands of sports organizations. Built on a foundation of business specific courses, the sport management curriculum provides students with an in-depth understanding of the role that sport plays in society and the role of management in sport on a domestic and global level. Students learn the history, legality, economics and communication system of sport.

GRADUATE PREPARATION

The intensive curriculum incorporates collaborative projects, case studies and internships that propel students to become tomorrow's business leaders. All programs offered by the School of Business offer excellent preparation for further study at the graduate level.

INTERNSHIPS

Internships in a wide variety of fields enable students to integrate and apply their learning while opening the door to potential career opportunities. With an intense focus on our students' personal, intellectual and professional development, Lake Erie College affords students an opportunity to truly bridge the gap between learning and doing. Employers recognize that Lake Erie College business graduates are prepared to hit the ground running, bringing strong analytical and communication skills, a practical, teamwork orientation and an inclination toward reliability and personal initiative in the workplace.

SCHOOL OF BUSINESS FACULTY



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ACADEMIC PLAN

Students are also encouraged to take advantage of the internship program in order to obtain actual work experience prior to graduation.

COURSES

48 SEMESTER CREDITS INCLUDING:

BUSINESS CORE:

- AC 101 Accounting Principles I
- EC 201 Principles of Macroeconomics
- EC 202 Principles of Microeconomics
- FN 320 Corporation Finance
- MN 200 Introduction to Management
- MN 215 Business Statistics
- MN 323 Organizational Behavior

SPORT MANAGEMENT:

- SA 101 Introduction to Sport Management
- SA 203 Sport Marketing and Communications
- SA 204 Sports Communication
- SA 205 Sport Facility Planning, Operations and Management
- SA 206 Evaluation and Methodology Procedures in Sport and Social Science
- SA 315 Legal Issues in Sports
- SA 320 Leadership in Sports
- SA 328 International Sport Administration
- SA 490 Sport Policy Development

4+1 FOR MBA OR MPS PROGRAM

Lake Erie College undergraduate students who meet eligibility requirements can enroll in MPS or MBA courses which will concurrently count as electives towards their bachelor's degree and fulfill requirements for the MPS or MBA program. This program allows students to matriculate in five (5) years with electives towards their bachelor's degree and fulfill requirements for the MPS or MBA program. This program allows students to matriculate in five (5) years with both an undergraduate and graduate degree.

FEATURED COURSE DESCRIPTIONS:

SPORT MARKETING AND COMMUNICATIONS

This course is a study of basic marketing and media concepts as they relate specifically to sports programs and organizations. Topics include promotions and public relations, sports consumer behavior, market analysis, marketing information management, marketing plans, sports journalism, broadcast communications and sponsorship.

LEGAL ISSUES IN SPORTS

This course is a presentation of the basic legal issues and interpretation of the law as it applies to sports and recreation. Topics include contracts, torts, regulation of sports, legal terminology and legal principles as applied to the administration and management of sports programs. Emphasis is on identifying and analyzing legal issues, the implications of those issues and the options for limiting the liability of sports organizations.

LEADERSHIP IN SPORTS

This course is an in-depth look at management and leadership theories and practices as they relate to sport organizations. Leadership styles, traits, philosophies and the ability to be an effective leader in different situations are examined. The course will also focus on the process of recruiting, developing, motivating and evaluating personnel and their impact on sport leadership.

FIND YOURSELF HERE.

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FOR MORE INFORMATION



LAKE ERIE

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