



### AS DEGREE - CODE #1396

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The growing emphasis on athletics, coupled with the increasing amount of leisure time the public now enjoys, has made the world of sports one of the fastest-growing segments of American business. The sports industry requires a great variety of people with expertise in business. The goal of this program is to prepare you — using both hands-on and theory-based training — for a career in many areas of sport management and administration.

### ADVANTAGES

Students obtain a holistic and in-depth understanding in many areas, such as principles of facility management, the unique aspects of sports marketing, promotions, finance, sport law, media relations, ticket sales, and sponsorship.

### DIRECT ENTRY INTO BACCALAUREATE DEGREE PROGRAMS

Alfred State sport management graduates may enter directly into the business administration BBA, the interdisciplinary studies BTech, the sport management BBA, or the technology management BBA program.

### CONTINUING EDUCATION OPPORTUNITIES

Students may transfer directly into our four-year sport management program, which results in a BBA degree.

### OCCUPATIONAL OPPORTUNITIES

- Professional sports
- College sports
- Minor league sports
- Olympic organizations
- Recreational sport organizations
- Philanthropic sport organizations
- International sport organizations
- Ticket sales
- Sports marketing and promotions
- Sports sponsorship
- Media relations and sports broadcasting
- Sports law and sports agencies
- Facilities and event management

### EMPLOYMENT STATISTICS

Employment and continuing education rate of 100 percent – 100 percent continued their education.

### RELATED PROGRAMS

[Business Administration](#)  
[Sport Management](#) (BBA)

### ENTRANCE REQUIREMENTS/RECOMMENDATIONS

Required: Algebra, Geometry

Recommended: Algebra 2

### REQUIRED EQUIPMENT

A tier 1 laptop computer is required for students entering this degree program. Laptop specifications are available at [www.alfredstate.edu/required-laptops](http://www.alfredstate.edu/required-laptops).

### SPORT MANAGEMENT - AS DEGREE

#### TYPICAL FOUR-SEMESTER PROGRAM

First			
CISY	xxx3	Computer Elective	3
COMP	1503	Freshman Composition	3
SPMG	1123	Intro to Sport Management	3
MATH	xxx3	Math Elective	3
ACCT	1124	Financial Accounting	4
16			
Second			
BUAD	2033	Business Communication	3
SPMG	2003	Sport in Society	3
MKTG	2073	Principles of Marketing	3
GLST	2113	Global Perspectives:Spcl Topic	3
ACCT	2224	Managerial Accounting	4
16			
Third			
BUAD	3153	Fundamentals of Management	3
LITR	xxx3	Literature Elective	3
ECON	1013	Principles of Macroeconomics	3
BUAD	3043	Business Law I	3
SPMG	3001	Field Experience I	1
SPCH	1083	Effective Speaking	3
		OR	
SPCH	xxx3	Effective Speaking Equivalent	3
16			
Fourth			
ECON	2023	Principles of Microeconomics	3
SPMG	4001	Field Experience II	1
SPMG	4123	Sport Facility Management	3
XXXX	xxx3	Gen Ed/Natural Science	3
XXXX	xxx3	Gen Ed/LAS Elective	3
XXXX	xxx3	Gen Ed/LAS Elective	3
16			

### GRADUATION REQUIREMENTS

64 semester hours with a 2.0 cumulative index.

### END-OF-PROGRAM EXAM REQUIREMENTS

All students are required to complete an end-of-program exam. This exam will be taken in the capstone course for the student's specific program in SPMG 4123 Sport Facility Management. The end-of-program exam will also be considered an assignment in the capstone course. The benefit of taking the end-of-program exam is to test the student's knowledge at the time of graduation. Students may include the progress from the end-of-program exams on their resume. Taking the end-of-program exam will have some fees, which are currently \$23 per exam. Exams will be taken once and they will impact the student's capstone course grade by 5%. Please refer to the syllabi for the relevant capstone course to know the grading scale for the end-of-program exam.

The end-of-program exams are **required**, *not optional*.

Information on how to take the exams will be given in the course prior to the end-of-program exam.

**How should I prepare for the assessment exam?**

The comprehensive end-of-program exam covers topics taught throughout the degree program, which are aligned to the topics required for accreditation. The preparation for the exam comes from your educational experience with the school, specifically through the required courses for your degree. The exam assesses the foundational knowledge areas for your discipline.

[Learn about specific knowledge areas tested](#) (pdf).