

**SPORT MANAGEMENT/ BBA DUAL DEGREE UNDERGRADUATE RECORD SHEET – KINESIOLOGY
2020-2021**

Name:				UMID:				Date:				
Kinesiology Prerequisite Courses:					Sport Management Required Courses – Beginning Sophomore Yr.							
Course No.		Credits	Term	Grade	Course No.		Credits	Term	Grade			
SM 100	Sport Management Seminar	2			SM 238	Introduction to Accounting	1.5					
SM 111	Hist. & Soc. Issues in Sport & Fitness	3			SM 239	Introduction to Financial Decision Making (Winter)	1.5					
SM 203	Intro to Sport Management	3			SM 241	Introduction to Sport Economics and Public Policy	3					
Total		8			SM 249	Research Methods	4					
Required Courses Outside Kinesiology					SM 332	Organizational Behavior in Sport Organizations	3					
*ENGLISH 125 or FYWR		4			SM 333	Legal and Ethical Issues in Sport and Fitness	3					
PSYCH 111 or 112		4			SM 403	Internship/ Field Experience	1-3					
*ECON 101		4			SM 403	Internship/ Field Experience	1-3					
*MATH 105/ 115/ 120 – Concentration Path 2 only		2 or 4			SM 499	Strategy of Sport Organizations	3					
Total		16			Total		25					
*Course also required for BBA												
Sport Management Concentration Paths and Electives (see Note 1)												
Path 1: Sport Marketing and Management (Choose)						Path 2: Sport Policy & Analytics (Choose)						
SM 313	Business Development in Sport	3			SM 313	City of Champions: Detroit Sports	1.5					
SM 313	Experiential Marketing in Sport Industry	3			SM 313	Global Sports: Political and Economic Perspectives	3					
SM 313	Social Media Marketing	3			SM 313	Introduction to Analytics (Requires SM 249)	3					
SM 317	Career Planning	3			SM 313	Sport Social Media Analytics	3					
SM 330	Data Management & Visualization in R	1.5			SM 313	Sport Real Estate: Facility Financing and Development	3					
SM 331	Business Optimization (Excel)	1.5			SM 317	Career Planning	3					
SM 430	Social Enterprise & Non-Profit Management	3			SM 330	Data Management & Visualization in R	1.5					
SM 431	Sport & the Media	3			SM 331	Business Optimization (Excel)	1.5					
SM 432	Human Resource Management	3			SM 433	Sport and Public Policy	3					
SM 435	Sport and the Consumer	3			SM 438	Economics of College Sport	1.5 or 3					
SM 436	Race Relations, Cultural Images, and Sport	3			SM 439	Sponsorship-Linked Marketing	3					
SM 437	Psychological Aspects of Sport & Exercise	3			SM 440	Sport, Economic Development & Urban Revitalization	3					
SM 439	Sponsorship-Linked Marketing	3			SM 441	Monetization Issues in Sport	3					
SM 440	Sport, Economic Development & Urban Revitalization	3			SM 450	Introduction to Sport Analytics	3					
SM 444	Sales Management in the Sport Industry	3			SM 451	Sport Analytics: Team Performance (Requires SM 450)	3					
SM 445	Sport Tourism	3			SM 454	Sport Marketing Analytics	3					
SM 446	Brand Strategy and Advertising Campaigns	3			SM 461	Detroit Olympics	1.5 or 3					
SM 454	Sport Marketing Analytics	3			SM 462	Global Soccer and Major League Soccer	1.5 or 3					
SM 463	Football & Football	3			SM 463	Football & Football	3					

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Name:				UMID:				Date:			
Distribution Requirements											
Humanities (12 credits)				Natural Science/Math/Quantitative Reasoning (11 credits)				Social Science (12 credits)			
Course No.	Credits	Term	Grade	Course No.	Credits	Term	Grade	Course No.	Credits	Term	Grade
BCOM 250	1.5			MATH 115 or 120	4			PSYCH 111	4		
BCOM 350	1.5			ACC 300	3			ECON 101	4		
				SM 249	4						
				TO 301	4						
Required	12			Required	11			Required	12		
<p>NOTES: (1) To complete a concentration, a student must take seven electives (21 credits) as follows: five courses (15 credits) listed under their declared concentration and at least one course listed under the other concentration that is unique to that concentration path. (2) Students pursuing a concentration in Policy & Analytics, must have Math 105 or equivalent or higher level math course, calculus advanced placement credit or a calculus definite math placement recommendation. (3) Students wishing to complete additional credits in SM, beyond the required 21 elective credits, may submit an academic appeal to the program director.</p>											
<p>Exceptions, Substitutions, Waivers Advisor - Please document approval of variations in degree program; sign and date:</p>											

Updated: 9/15/2020

Study Abroad (optional)
On UM campus, enroll in language, anthropology, history, archaeology, geography or political science courses related to host country to meet distribution requirements

Study abroad during Fall or Winter semester of junior/senior year or Spring/Summer semester of any year. Kinesiology exchange partners offer courses in your major; other programs available for general transfer credit toward your 120 credits required to graduate