Sports Management

H-E-B School of Business and Administration

Degree Overview
The BBA with a concentration in Sport Management is directed towards developing an advanced knowledge base in the business aspects of the social institution of sport. The program develops the individual’s intellect, knowledge and analytical skills in this area through learning and application of business principles in the context of the sport industry. Students in this degree program become simultaneously acquainted with the more sophisticated aspects of the sport industry itself and are able to understand the business aspects of that industry rather than the aspects viewed by the experienced spectator, participant or sport aficionado. The degree program provides students the opportunity to work in a management, executive or academic setting in the field of sport. The program adheres to the mission of the university by developing competencies related to working in non-profit foundations, community outreach programs, and other non-profit amateur sports organizations.

Goals/Outcomes
- Prepare leaders and managers for sport organizations
- Prepare graduates who are ready to pursue graduate and doctoral education
- Prepare graduates to work collaboratively within sport organizations
- Prepare graduates to identify and solve problems in the sport industry.

Positions Held by Recent Graduates
- Executive Director of the San Antonio Final 4 Organizing Committee
- General Manager – Laredo Bulldogs Professional Baseball Team
- San Antonio City Council Member – Advocate for public facilities
- San Antonio Spurs – Assistant Franchise Manager
- Spurs, Rampage and Silver Stars – Head Coach
- University of the Incarnate Word – Compliance Coordinator
- 4 Law School students or graduates
- Director of Group Ticket Sales San Antonio Spurs
- Project Manager, San Antonio Organizing Committee
- Volunteer Coordinator, San Antonio Sports Foundation

Co-curricular/Extra Curricular Opportunities
Student employment in the intramural sports programs • Student employment/internships • UIW Department of Athletics • Volunteer work in UIW Sponsored Para Olympic Sports • Student employment in Special Events officers Business Club, Delta Mu Delta Honor Society Internships and Overseas Experiences

Job Descriptions
Facilities Manager – Manage and lead employees in the areas of finance and revenue, customer service, building and equipment maintenance, event planning, operations and safety.

NCAA Institution Jobs – Including, Academic, Compliance, Operations, Administration, Athletic Training and a variety of services to a University Athletic Department that are not related to coaching.

Non-Profit Positions – Working in a non-profit sports organization requires a variety of skills and even Executive Directors are involved in day to day activities. The major positions include event management, event operations, community outreach programs, liaison with professional sports teams, hospitality and hotel industry and well as a variety of public institutions.

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Professional Sports Positions – These positions almost always begin with an internship in an area such as marketing and ticket sales. Career wise, high performing interns have risen to Vice Presidents from beings as an interns.

Sport Entrepreneurs – Work in a variety of enterprises one graduate organizes the travel and activities for Oscar de la Hoya Enterprises where a week is spent promoting a boxing match prior to the actual match.

International Sport Organizations – Include national governing bodies of international sports such as Track and Field or Swimming. The international counterpart governs the sport internationally and promotes the international events. The US Olympic Committee is a subservient organization to the International Olympic Committee. These organizations hire a variety of managers, marketers, operations directors, high performance directors and other staff to oversee the team selection, travel to and from and competing in major national and international competitions and to oversee development activities.

Courses
To fulfill the requirements for award of the sports management concentration, the student must complete 18 semester hours:
SMHP 3301 Introduction to Sports Management
SMHP 3302 Human Factors in Sports Management
SMHP 3303 Seminar in Sports Organizations and the Public Market
SMHP 3319 Internship in Sports Management
PEHP 4345 Psychomotor Development: Educational Implications
BMKT 3333 Integrated Marketing

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