

SPORTS AND FITNESS MANAGEMENT B.S.

The BS Sport and Fitness Management program prepares individuals to apply business, coaching and physical education principles to the organization, administration and management of athletic programs and teams, fitness/rehabilitation facilities and health clubs, sport recreation services, and related services. Includes instruction in program planning and development; business and financial management principles; sales, marketing and recruitment; event promotion, scheduling and management; facilities management; public relations; legal aspects of sports; and applicable health and safety standards.

Graduates with degrees in Sport and Fitness management fill in-demand positions in fitness centers, college and high school athletics, professional sport teams, and serve as coaches at all levels. At D'Youville, Sport and Fitness Management majors learn the skills needed to organize and run sporting events, facilitate and manage teams, and market and enhance business operations across an ever-evolving array of media channels, social application and digital platforms, using the latest technology.

The Sport and Fitness Management major begins by building a base of core business skills and quickly moves into courses designed to mirror real-world experiences from developing marketing plans, to organizing and facilitating event planning, to engaging in fitness training and coaching. The program culminates in a real-world practicum/internship experience where students specialize working within the specific area of career choice.

The B.S. Sport and Fitness Management is accredited by the International Accreditation Council for Business Education (IACBE). (<http://iacbe.org/>)

Code	Title	Credits
General Education Requirements		30
Major Requirements		60
Major Requirements that Count as Liberal Arts and Science		18
Liberal Arts and Science Electives		12
Total Credits		120

Code	Title	Credits
ACC-211	Principles of Accounting I	3
ACC-212	Principles of Accounting II	3
SFM-307	Sports & Fitness Management	3.0
SFM-351	The Business of International Sport	3.0
ECO-201	Macroeconomics	3
SFM-361	The Economics of Sports and Fitness	3.0
ECO-202	Microeconomics	3
ECO-207	Statistics	3
HRM-309	Principles of Human Resources Management	3
LAW-303	Business Law I	3
MGT-304	Communicating in Organizations	3
MGT-315	Financial Management	3
MGT-316	Pc & E-Commerce for Managers	3
MGT-444	Internship	3
MKT-304	Principles of Marketing	3

PSY-320	Sport Psychology	3
SOC-101	Principles of Sociology	3
SOC-312	Sociology of Sports and Phys Activity	3
SFM-350	Sports Operations	4
SFM-356	Technology in Sports Management	4
SFM-360	Sports Law	4
SFM-400	Sports and Fitness Management Capstone	3
Management or ESS Electives		9
Total Credits		78

Regulations

To be in good standing, students must do the following:

Maintain term (semester/summer) and cumulative averages of 2.0

Maintain a minimum grade of C in all 100- to 400-level courses required in the major and for all other courses required for the major.

Undergraduate program students experiencing academic difficulties may be required to decelerate their progress until an acceptable level of general academic performance is achieved. Permission to decelerate in the program must be obtained from the chair of the department of business.

Students at the undergraduate level can be placed on program probation a maximum of two consecutive terms or a total of three nonconsecutive terms. Students who exceed these limits are dismissed.

Academic Probation

A student will be placed on program academic probation when there is failure to satisfy specific program academic standards or regulations. A student will be placed on academic probation for the two full-time terms (i.e., semesters and/or summers) which immediately follow the date of probation. All students on program academic probation must meet the academic standards for their classification (undergraduate/graduate). Failure to meet the academic standards during a probationary period will result in dismissal from the program.

Students placed on academic probation are not permitted to advance to subsequent terms of study until the academic deficiency which resulted in the probation status has been remedied. The student will remain on probation for two terms in which full-time coursework, or its equivalent, is satisfactorily completed.

Students may appeal the decision of dismissal from the accounting program to the chair of the department of business. The appeal is initiated with a letter from the student to the department chair that describes the extenuating circumstances that limited academic performance. The department chair then presents the appeal to the business faculty for consideration. If the appeal is accepted, the student will remain on program academic probation for two full-time terms and must satisfy the criteria of probation.

At D'Youville, we are committed to selecting students who are academically well-rounded and committed to meeting the challenges of a high-quality education. If you have been successful in a traditional college preparatory program in high school, you should be well-prepared for the academic challenges at D'Youville. While we don't require you to submit ACT or SAT test scores, if you have taken or intend to take a standardized test we encourage you to submit your scores if you'd like them to be evaluated as part of your application.

First Time in College Student Requirements:

Submitted application for admission

Applications are free of charge and can be found on our Apply: First Time in College webpage.

Official high school transcripts

An overall weighted GPA of 80 with successful completion of high school graduation requirements and four years of math, history, English, and science.

Not Required (utilized in a holistic review for admission if provided):

Standardized SAT/ACT test scores

Admissions essay

Letters of recommendation

Transfer Admission Required Review Criteria:

Submitted application for admission

Applications are free of charge and can be found on our apply webpage.

Official transcripts from ALL previously attended colleges/universities

Cumulative GPA of 2

Not Required (utilized in a holistic review for admission if provided):

Coursework relevant to major of interest

Admissions essay

Letters of recommendation