SPORT AND RECREATION MANAGEMENT

Program Overview

The Bachelor of Science in Sport and Recreation Management prepares students for leadership roles in the fast-growing sport, fitness, recreation and event management industries. Offered on campus and full online, this flexible degree combines business fundamentals, applied learning and real-world experience to help students launch a meaningful career – wherever they want to work.

- Sport and Recreation Management Major (Non-Comprehensive)

BUS 370 Principles of Marketing 3.00
Introduction to terms, definitions and concepts integral to the strategic planning and decision-making involving the components of the marketing mix: product, price, promotion, and physical distribution. Emphasis on market analysis, delivering value and establishing competitive advantage. Coverage of current trends in marketing.
Prerequisites:

Admitted to SBE or (Jr. status and Acct 101, Econ 235, Bus 211, and Bus 270; or instructor permission)

Typically Offered:
- On-campus: Fall & Spring;

BUS 380 Principles of Management 3.00
Introduction to the basic tools and requisite knowledge associated with businesses and their management as well as the broad concepts associated with the challenges of managing within organizations. Examines various management functions and gains in-depth understanding of the working and behavioral complexities that arise in organizations.
Prerequisites:

Admitted to SBE or (Jr. status and Acct 101, Econ 235, Bus 211, and Bus 270; or instructor permission)

Typically Offered:
- On-campus: Fall & Spring;

COAC 341 Principles and Theory of Coaching 2.00
Analysis of the role of the coach, including the latest information concerning legal liability, administration/organizational responsibilities; various coaching philosophies, diverse personalities of athletes, developing team cohesion, psychology of coaching and teaching techniques.
Prerequisites:

Prerequisite for taking this course is Sophomore standing.

Typically Offered:
- On-campus: Spring
- Online: Fall

COAC 456 Foundations of Sport and Exercise Psychology 2.00
Psychological and scientific principles as they pertain to understanding participants, sport and exercise environments, group processes, and performance, enhancing health and well-being and facilitating psychological growth and development.
Prerequisites:

Prerequisite for taking this course is Sophomore standing.

Typically Offered:
- On-Campus: Fall
- Online: Spring

HHP 102 Foundations for Wellness and Success 3.00
Foundational knowledge and understanding of critical thinking and resources pertinent to academic and social success at UWS. Students will participate in group activities that enhance belonging and community. Students will learn content in health and wellness areas including emotional, social, mental, spiritual, physical, environmental, and occupational. Does not count toward a major or minor in health and Human Performance. This is an undergraduate course. This course meets the requirements for the University Studies Core Category: Health and Human Performance, HHP 102.
Core General Education Requirements:
- NSW - Natural Science & Wellness
- NSW-W - Natural Science & Wellness - Wellness

Typically Offered:
- On-campus: Fall & Spring
- Online: Fall, Spring, & Summer

HHP 112 Introduction to Sport & Recreation Management 1.00
This course will cover the cultural, financial, and operational basics of sport and recreation management. It will demonstrate the most effective skills used by current professionals for the management of recreational programs. It will provide an overview of the impact of recreational programs at the local, regional, and national level while providing students with the ability to develop a readiness for a career in sport and recreation management.
Typically Offered:
- On-Campus: Fall
- Online: Spring

HHP 252 Introduction into Sports and Exercise Medicine 2.00
An introduction into the prevention and basic care of sports injuries. A theory and laboratory experience providing knowledge and understanding of the many aspects of health care for the recreational and competitive athlete.
Typically Offered:
- On-Campus: Fall
- Online: Spring

HHP 322 Media & Public Relations in Sport & Recreation 3.00
Examine the role of media and public relations in the sport and recreation industry. Students explore how traditional media, digital platforms, and emerging technologies shape public perception, fan engagement, and organizational branding. Emphasis is placed on strategic communication, content creation, social media management, crisis communication, and media relations within professional, collegiate, and community sport and recreation settings. The course also introduces media rights contracts and broadcast agreements, highlighting their economic, legal, and strategic implications for sport and recreation organizations.
Prerequisites:

Pre-requisite for taking this course is Junior standing.

Typically Offered:
- On-Campus: Fall
- Online: Spring

HHP 340 Organization and Administration of Human Performance, Health & Athletics 3.00
Techniques, procedures, and principles of organizing and administering human performance, allied health and athletic programs. Emphasizes administrative structure, legal liability, and facilities management.
Prerequisites:

Prerequisite for taking this course is completing a minimum of 60 credits.

Typically Offered:
- On-campus: Spring
- Online: Fall

HHP 442 Economics & Finance in Sport & Recreation 3.00
Examine the economic and financial principles that shape the sport and recreation industry. Students explore how markets and financial decision-making influence professional, collegiate, and community-based sport and recreation organizations. Topics include revenue generation, cost structures, budgeting, facility financing, labor markets, and the economic impact of sport and recreation. Emphasis is placed on applying economic theory and financial analysis to real-world sport and recreation management decisions.
Prerequisites:

Successful competition of BUS 370, BUS 380

Typically Offered:
- On-campus: Spring
- Online: Fall

HHP 491 Fieldwork 1.00-12.00
Varied opportunities to work in field settings. Each credit equals approximately 36 hours of on-the-job experience outside the university. Normally open to juniors and seniors. Instructor consent is required to enroll in this course. Instructor consent is required.
Typically Offered:
- On-campus: Fall & Spring
- Online: Fall, Spring, & Summer

HHP 497 Senior Capstone Experience 0.00
Required culminating senior year project that integrates and synthesizes the student's coursework (theories, concepts, skill competencies) into a formal project and experience. This experience is to be negotiated with the student's major advisor and instructor for final consent and approval prior to the student's last semester of coursework before graduation. Senior capstone is paired with another course in the major. See Health and Human Performance major descriptions for paired courses in the Exercise Science program. Student must participate in a public presentation; i.e., Poster Session, Power Point presentation. Pass-Fail. Arranged. Instructor Consent is required.
Typically Offered:
- On-campus: Fall & Spring
- Online: Summer

HLTH 264 Human Structure & Function I 3.00
Applied physiological and applied anatomical facts and concepts are reviewed, including basic principles, chemistry, the cell, tissues, the integumentary, skeletal, nervous, and muscular systems. A virtual laboratory is used to link classroom activities and lectures to anatomical examples and functional application of knowledge.
Prerequisites:

Successful completion of, or concurrent enrollment in, HHP 110 or HHP 112 for Exercise Science, Health Promotion & Wellness, and Sport 7 Recreation Management majors. All other majors, no prerequisite.

Typically Offered:
- On-Campus: Fall
- Online: Spring

HLTH 265 Human Structure & Function II 3.00
Applied physiological and applied anatomical facts and concepts are reviewed, including the blood, endocrine, cardiovascular, digestive, respiratory, lymphatic, and urinary systems, immunity, water, and acid-base balance. A virtual laboratory is used to link classroom activities and lectures to anatomical examples and functional application of knowledge.
Prerequisites:

Successful completion of, or concurrent enrollment in, HHP 110 or HHP 112 for Exercise Science, Health Promotion & Wellness, and Sport 7 Recreation Management majors. All other majors, no prerequisite.

Typically Offered:
- On-campus: Spring
- Online: Fall

IDS 320 Ethical Leadership 3.00
This course is a required component of the Certificate in Ethical Leadership, but can also be taken as a standalone class. This course will focus on leadership models and ethical reasoning; developing an understanding of the role of emotions, empathy, and character in ethical decision-making; exploring one's core values; exposure to ethical principles; and building skills in assertive communication. Students will learn and practice these foundational leadership skills through a semester-long project that will allow for skill development and application. We will apply a competency-oriented, collaborative approach to learning.[FM2]
Typically Offered:
- On-campus: Spring;