

BACHELOR OF ARTS

# BUSINESS & MANAGEMENT

SPORT BUSINESS MANAGEMENT CONCENTRATION



COLLEGE OF  
BUSINESS & MANAGEMENT



## PROGRAM OBJECTIVES

- ▶ The Business and Management program provides integrated knowledge of the functional areas of business and introduces the student to the complexities of today's diverse organizational environment. The intent is to prepare students for a high level of performance in business or nonprofit organizations.
- ▶ In this program, business meets faith as students learn the purposes of business and nonprofit organizations and the characteristics of effective organizational leadership and management, particularly from a Christian world view.
- ▶ Students learn Christian ethics so they can address contemporary, social, moral, and ethical issues facing business professionals today.
- ▶ Students learn to be effective Christian business leaders from Dr. Neal Johnson through his book *Business as Mission: A comprehensive Guide to Theory and Practice*.

## CAREER OPPORTUNITIES

Students within the Sport Marketing concentration are given the tools to choose and achieve their career goals. Different opportunities include the following:

Sports Marketing Manager	Events Manager
Sports Agent	Marketing Research Director
Accounts Manager	Public Relations Specialist
Sports Events & Operations Coordinator	Ethics Officer

## FAST TRACK TO GRAD SCHOOL

Interested in earning a graduate degree in the future? Transition courses give HIU students the opportunity to take classes that can earn credit towards both their Bachelor's degree and a future Master's degree. Visit [hiu.edu/fasttrack](http://hiu.edu/fasttrack) to learn more.



Total Units: 122



Courses: On Campus



Student / Teacher Ratio: 13:1

## PLAY SPORTS?



# B.A. BUSINESS & MANAGEMENT: SPORT BUSINESS MANAGEMENT

PLEASE SEE CURRENT CATALOG FOR ADDITIONAL COURSE OPTIONS.

## PROGRAM CURRICULUM

### COMMUNICATION & LEADERSHIP

Public Speaking . . . . .	3
Critical Thinking & Argumentation . . . . .	3
English Composition . . . . .	3
Introduction to Literature . . . . .	3
Foundations: Strengths & Leadership Development . . . . .	1
Leadership Skills . . . . .	3

**TOTAL UNITS: 16**

### BIBLICAL STUDIES

Jesus in the Gospels . . . . .	3
History & Lit. of the Early Christians . . . . .	3
History & Lit. of Ancient Israel . . . . .	3
Theology of Ministry . . . . .	3
Introduction to Biblical Research . . . . .	3
Biblical Theology . . . . .	3

**TOTAL UNITS: 18**

### HUMANITIES *Choose two courses:*

Art Appreciation . . . . .	3
Literature Elective . . . . .	3
Writing Elective . . . . .	3
Foreign Language Elective . . . . .	3
Music Appreciation . . . . .	3
Philosophy Elective . . . . .	3

**TOTAL UNITS: 6**

### SOCIAL SCIENCE

World History to 1500 . . . . .	3
World History since 1500 . . . . .	3
Macroeconomics . . . . .	3

**TOTAL UNITS: 9**

### MATH

College Algebra . . . . .	3
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**TOTAL UNITS: 3**

### NATURAL SCIENCE W/LAB *Choose one course:*

Physical Science w/Lab . . . . .	4
Biological Science w/Lab . . . . .	4
Earth Science w/Lab . . . . .	4
Environmental Science w/Lab . . . . .	4

**TOTAL UNITS: 4**

### BUSINESS & MANAGEMENT MAJOR COURSES

A Christian Vision of Business . . . . .	3
Principles of Management . . . . .	3
Legal Environment of Business . . . . .	3
Financial Accounting . . . . .	3
Managerial Accounting . . . . .	3
Microeconomics . . . . .	3
Principles of Marketing . . . . .	3
Business Ethics . . . . .	3
Management Information Systems . . . . .	3
Management Communication . . . . .	3
International Business . . . . .	3
Financial Management . . . . .	3
Business as Mission . . . . .	3
Management Internship . . . . .	3

**TOTAL UNITS: 42**

### CAPSTONE REQUIREMENT

Strategy & Policy . . . . .	3
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**TOTAL UNITS: 3**

### SPORT BUSINESS MANAGEMENT CONCENTRATION

*Choose five courses:*

Introduction to Sport Business Management . . . . .	3
Sport in Society . . . . .	3
Principles of Coaching . . . . .	3
Financing of Sport Operations . . . . .	3
Sport Facility Management . . . . .	3
Sports Psychology . . . . .	3

**TOTAL UNITS: 15**

### FREE ELECTIVES

*Select from a widespread list of courses to fulfill elective requirements. Electives must be outside of your major.*

**TOTAL GENERAL EDUCATION: 56**

**TOTAL MAJOR REQUIREMENT: 45**

**TOTAL CONCENTRATION COURSES: 15**

**TOTAL FREE ELECTIVES: 6**

**TOTAL UNITS FOR THE DEGREE: 122**