

Cleveland State University  
 Monte Ahuja College of Business  
 Bachelor of Arts Degree

**Sport and Entertainment Management Major**

*Fall 2023 – Spring 2024: Recommended Academic Course Sequence*

**First Year**

Fall Semester		Credits	Major	Gen Ed	Spring Semester		Credits	Major	Gen Ed
ENG 101 English I	3		W/C	ENG 102 English II	3		W/C		
BUS 201 Applied Business Statistics or STA 147 Statistical Concepts with Applications	3		M/QL	OSM 202 Into to Business Analytics	3	X	M/QL		
SPM 201 Introduction to Sport Management	3	X		U S Diversity Elective	3		DIV		
Natural Science with Lab elective	4		NSL	Social Science + PSY 101	3	X	SS		
ASC 101 Introduction to University Life	1		Intro	Arts and Humanities Elective**	3	X	A&H		
				BUS 193 Special Topic: Business Major Experience	1	X			
<b>Semester Total</b>	<b>14</b>			<b>Semester Total</b>	<b>16</b>				

**Second Year**

Fall Semester		Credits	Major	Gen Ed	Spring Semester		Credits	Major	Gen Ed
ACT 221 Introductory Accounting I	3	X		IST 203 Software Tools for Personal Productivity	3	X			
GAD 250 Business Communication (W)	3	X	WAC	General Elective	3	X			
Arts and Humanities Elective**	3		A&H	FIN 201 Personal Financial Planning	3	X	SS		
ECN 202 Principles of Microeconomics	3	X	SS	Natural Science Elective	3		NS		
General Elective	3	X		African American Experience Elective	3		DIV		
<b>Semester Total</b>	<b>15</b>			<b>Semester Total</b>	<b>15</b>				

**Third Year**

Fall Semester		Credits	Major	Gen Ed	Spring Semester		Credits	Major	Gen Ed
SPM 301 Leadership in Sport	3	X		MGT 301 Principles of Management	3	X			
IST 305 Information Technology for Comp. Adv.	3	X		SPM 302 Data Analysis in Sport	3	X			
MKT 301 Fundamentals of Marketing	3	X		SPM 321 Sport Law	3	X			
MGT 321 Organizational Behavior	3	X		WAC Elective: BUS 351 Bus Society or BLW 411 Business Law	3	X	WAC		
SPM 300 Sport Management	3	X		SPM 408 Perspectives in Global Sport	3	X			
<b>Semester Total</b>	<b>15</b>			<b>Semester Total</b>	<b>15</b>				

**Fourth Year**

Fall Semester		Credits	Major	Gen Ed	Spring Semester		Credits	Major	Gen Ed
OSM 311 Introduction to Operations Management	3	X		SPM 465 Sport and Entertainment Management Strategy	3	X	CAP/WAC		
SPM 469 Sport Funding	3	X		Sport & Entertainment Mgmt. Major Elective	3	X			
SPM 461 Sport Governance & Policy	3	X		Sport & Entertainment Mgmt. Major Elective	3	X			
SPM 467 Sport Marketing	3	X		General Elective	3	X			
SPM 441 Current Issues and Trends in Sport	3	X		General Elective	3	X			
				BUS 498 Bus Undergraduate Completion Exit Evaluation	0	X			
<b>Semester Total</b>	<b>15</b>			<b>Semester Total</b>	<b>15</b>				
<i>Apply for Spring graduation prior to Sep 9th</i>									

**Degree Requirements: 120 Credit Hours & required coursework**

**Fall 2023 – Spring 2024: Bachelor of Arts Degree – Sport & Entertainment Management Major Requirements**

*Assumptions: college-level readiness in MTH & ENG; no Foreign Language Deficiency. College/Program Notes: Bachelor of Arts/Business students are required to complete 120 hours of course work that includes university, college, and major requirements. Adhering to the recommended sequence outlined in this document provides a balanced workload and ensures that students will have the proper prerequisites and knowledge for maximum benefit of the courses required for this program.*

**Math Requirement:** Completion of BUS 201/STA 147 and OSM 202 math courses which satisfy the CSU Math/Quantitative Literacy University General Education requirements. Students must have a minimum of 120 total credit hours.

**BA Degree, Sport & Entertainment Management Major Academic Grade Requirements:** A minimum of a final grade of C or higher is required for the following courses: ENG 100/101, ENG 102, BUS 201 or STA 147, OSM 202, GAD 250 and all WAC courses. Student must complete 42 credit hours of business courses at CSU and those hours must be at the 300/400 level and completed at CSU only.

**Sport and Entertainment Management Major Requirements:** All SPM major courses require a final grade of "C" or higher or the course must be repeated. The plan above is a suggested guide to ensure that all General Education, College, University, and Major requirements are met within 4 years of study.

**Graduation requirements:** Required completion of M/QL courses and all SPM major courses, Business core and associated major courses with a final grade of C or higher, including all WAC courses.

**University Notes:**

**University General Education Key:**

INTRO = Introduction to University Life (one course)  
 W/C = Writing/Composition (two courses; C or better required)  
 M/QL = Mathematics/Quantitative Literacy (two courses)  
 NS = Natural Sciences (two courses, one of which must have a lab)

SS = Social Sciences (two courses from different departments\*\*)  
 A&H = Arts & Humanities (two courses from different departments\*\*)  
 DIV = Social Diversity (two courses; one US Diversity and one African American Experience)  
 WAC/SPAC = Writing/Speaking Across the Curriculum (three courses, one in the major; C or better required)  
 CAP = Capstone

\*\* of the four total SS and A&H courses, one must be focused on Africa, Latin America, Asia, or the Middle East (ALAAAME)

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