

# SPORT MANAGEMENT

## THE SCHOOL OF HUMANITIES

### **DIRECTOR AND PROFESSOR IN THE PRACTICE**

Clark D. Haptonstall

### **ASSOCIATE PROFESSOR**

James G. Disch

### **LECTURERS**

Tom Stallings

Jason Sosa

Patrick Thornton

### **DEGREES OFFERED: BA**

For general university requirements, see Graduation Requirements (Undergraduate Students section, pages 2–5). For the BA degree, students majoring in sport management must complete a minimum of 45 credit hours.

#### **Core Requirements (27 hours)**

SMGT 260 *Introduction to Sport Management*  
 SMGT 276 *Sport Management Practicum*  
 SMGT 360 *Sales and Revenue Generation in Sport*  
 SMGT 362 *Sport Marketing*  
 SMGT 364 *Sport Law*  
 SMGT 366 *Event and Facility Management*  
 SMGT 376 *Sport Management Internship I*  
 SMGT 377 *Sport Management Internship II*  
 SMGT 466 *Media Relations*

#### **Research Requirement (three hours)**

KINE 319 *Introduction to Measurement and Statistics*  
 SMGT 405 *Research in the Sport Management Industry*

#### **Verbal Communication Requirement (three hours)**

HUMA 201 *Public Speaking*  
 HUMA 308 *Business and Professional Speaking*  
 HUMA 309 *Argumentation and Debate*

#### **Written Communication Requirement (three hours)**

LEAD 321 *Leadership Communication*  
 HUMA 250 *Writing for Print Media*

#### **Electives (nine hours)**

BUSI 296 *Business Communications*  
 BUSI 305 *Financial Accounting*  
 BUSI 310 *Leading People in Organizations*  
 BUSI 343 *Financial Management*  
 BUSI 380 *Marketing*  
 BUSI 471 *Strategic Management*  
 ECON 211 *Principles of Economics*  
 ECON 370 *Microeconomic Theory*  
 MANA 404 *Management Communications*  
 STAT 280 *Elementary Applied Statistics*

### **DESCRIPTION**

Sport Management is an interdisciplinary field of study that draws from a

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wide range of academic disciplines, including business, management, law, and communication. Each discipline can be applied to the business enterprise of amateur and professional sport, as well as the management of highly effective teams in sport, corporate America, or other management related professions. While public and private sector sport operation is the topic of a large segment of the curriculum, the thoroughly interdisciplinary emphasis of the sport management major aims to educate students in the skills and theory necessary to assume leadership roles both in and out of sport.

Career preparation for leadership and entrepreneurial positions is the ultimate goal of the sport management major at Rice. Students will acquire a solid academic and practical foundation and thus will be competitive for opportunities that include entering the sport business industry or applying to the country's best law and business schools.

Students will complete a minimum of one internship prior to graduation, often with one of the professional teams in Houston (Rockets, Astros, Texans, Dynamo, Comets, and Aeros). Students also will receive networking and out-of-class developmental training, as these play a significant role in obtaining high-profile positions in collegiate and professional sports.

Rice is one of a very small number of universities that has received "program approval status" from the North American Society of Sport Management. This is the highest level of academic achievement available in the field.

Students are encouraged to go to [www.sport.rice.edu](http://www.sport.rice.edu) for the latest information about the major.

**See SMGT in the Courses of Instruction section.**