

BACHELOR OF SCIENCE IN KINESIOLOGY (SPORT MANAGEMENT)

Web Site: <https://twu.edu/kinesiology/undergraduate-programs/sport-management/>

Within this program, students will take courses in event and facility management, sport marketing, sport law, finance, and strategic data analysis. A management minor is integrated into this degree.

Marketable Skills

Marketable skills prepare students for success in a variety of professional settings. Developed through academic coursework, co-curricular engagement, and extracurricular involvement, these skills include communication, critical thinking, teamwork, ethical reasoning, adaptability, and digital literacy. Whether directly related to a student's major or serving as complementary strengths, marketable skills enhance career readiness and reflect TWU's commitment to producing graduates who are prepared to thrive in today's dynamic workforce.

1. Effectively identify the needs of a sporting organization or division.
2. Effectively communicate with diverse stakeholders in the sport environment.
3. Effectively plan, promote, and manage sporting events.

Admissions

All applicants must meet the general undergraduate admission requirements (<https://catalog.twu.edu/undergraduate/admission-information/>).

Policies

The following policies apply to all undergraduate students in the School of Health Promotion and Kinesiology:

1. A minimum grade of C is required in all courses in the Health Studies, Kinesiology, and Public Health majors. If a student earns a grade of D or F in a Health Studies, Kinesiology, or Public Health course, the student must retake the course. A course in which a student earns a grade of less than C (D or F) may be repeated only once.
2. A student who earns a grade of less than C (D or F) twice in the same Health Studies, Kinesiology, or Public Health course will be dismissed from the School of Health Promotion and Kinesiology.
3. Students receiving a grade of I, D, or F in a Health Studies, Kinesiology, or Public Health course may not progress to courses for which that course is a prerequisite.
4. If the cumulative GPA drops below 2.75, the student must raise it to 2.75 within the next three semesters of enrollment, or they will be dismissed from the School of Health Promotion and Kinesiology.
5. A student must have completed all coursework in the degree plan prior to enrolling in internship/student teaching. B.S. in Health Studies and B.S. in Public Health students must also complete the Health Studies Exit Exam prior to enrolling in internship.

Degree Requirements

Total Semester Credit Hours (SCH): 120

Major: 54 SCH; **Required Minor:** 18 SCH

Program Code: KINES.BS.SPRTMGMT **CIP Code:** 31.0505.00

Texas Core Curriculum

Code	Title	SCHs
ENG 1013	Composition I (10)	3
ENG 1023	Composition II (10)	3
Mathematics (20)		3
Life & Physical Sciences (30)		6
Language, Philosophy, & Culture (40)		3
Creative Arts (50)		3
HIST 1013	History of the United States, 1492-1865 (60)	3
HIST 1023	History of the United States, 1865 to the Present (60)	3
POLS 2013	U.S. National Government (70)	3
POLS 2023	Texas Government (70)	3
Social & Behavioral Sciences (80)		3
CAO: Multicultural-Women's Studies (90)		3
CAO: First Year Seminar, Wellness or Mathematics (91)		3
Total SCHs		42

Courses Required for Major

Code	Title	SCHs
KINS 1503	Introduction to Motor Development	3
KINS 1683	Strength Training and Functional Anatomy	3
KINS 1801	Introduction to Kinesiology	1
KINS 2413	Event and Facility Management	3
KINS 2433	Sport Communication	3
KINS 2722	Methods of Exercise Leadership	2
KINS 3143	Disability Sport and Modified Games	3
KINS 3303	Leadership through Experiential Activities	3
KINS 3413	Sport Law	3
KINS 3433	New Media and Marketing in Sport	3
KINS 3453	Sport Development	3
KINS 3473	Sport Management Practicum	3
KINS 3553	Exercise and Sport Psychology	3
KINS 3713	Sport and Fitness Management	3
KINS 4413	Governance and Ethics in Sport	3
KINS 4433	Finance and Economics in Sport	3
KINS 4453	Strategic Data Analysis in Sport	3
KINS 4476	Internship in Sport Management	6
Total SCHs		54

Courses Required for Minor

Code	Title	SCHs
ACCT 2043	Fundamentals of Accounting I	3
BUS 3513	Professional Presentation Strategies	3
MGT 3003	Principles of Management	3
MGT 3273	Human Resource Management	3
MGT 4343	Business Leadership Strategies	3
MKT 4213	Consumer Behavior	3
Total SCHs		18

Departmental Requirements

Code	Title	SCHs
SOCI 3533	Sociology of Sport	3
KINS 1902 & KINS 1901	Health and Wellbeing: Enhancing Personal Wellness and Fitness and Health Laboratory	3
MATH 1703	Elementary Statistics I	3
MU 3713	Music and World Cultures (GP)	3
ZOOL 2013 & ZOOL 2011	Human Anatomy and Physiology I and Human Anatomy and Physiology I Laboratory	4
ZOOL 2023 & ZOOL 2021	Human Anatomy and Physiology II and Human Anatomy and Physiology II Laboratory	4
Total SCHs		20

Recommended Plan of Study

First Year

Fall		TCCN	SCHs
ENG 1013	Composition I	ENGL 1301	3
KINS 1683	Strength Training and Functional Anatomy		3
KINS 1901	Fitness and Health Laboratory	PHED 1164	1
KINS 1902	Health and Wellbeing: Enhancing Personal Wellness	PHED 1338	2
MATH 1703	Elementary Statistics I	MATH 1342	3
PSY 1013	Introduction to General Psychology	PSYC 2301	3
UNIV 1231	Learning Frameworks: the First-Year Seminar	EDUC 1100, EDUC 1200, EDUC 1300	1
SCHs			16
Spring		TCCN	
ENG 1023	Composition II	ENGL 1302	3
POLS 2013	U.S. National Government	GOVT 2305	3
HIST 1013	History of the United States, 1492-1865	HIST 1301	3
KINS 1503	Introduction to Motor Development		3
KINS 1801	Introduction to Kinesiology	PHED 1301	1
KINS 3143	Disability Sport and Modified Games		3
SCHs			16

Second Year

Fall		TCCN	
ACCT 2043	Fundamentals of Accounting I	ACCT 2301	3
KINS 3713	Sport and Fitness Management		3
KINS 2433	Sport Communication		3
ZOOL 2013 & ZOOL 2011	Human Anatomy and Physiology I and Human Anatomy and Physiology I Laboratory	BIOL 2401 & BIOL 2101	4
KINS 2722	Methods of Exercise Leadership		2
SCHs			15
Spring		TCCN	
POLS 2023	Texas Government	GOVT 2306	3
HIST 1023	History of the United States, 1865 to the Present	HIST 1302	3

MU 3713	Music and World Cultures		3
ZOOL 2023 & ZOOL 2021	Human Anatomy and Physiology II and Human Anatomy and Physiology II Laboratory	BIOL 2402 & BIOL 2102	4
KINS 2413	Event and Facility Management		3

SCHs 16

Third Year

Fall		TCCN	
KINS 3303	Leadership through Experiential Activities		3
KINS 3413	Sport Law		3
MGT 3003	Principles of Management		3
KINS 3553	Exercise and Sport Psychology		3
HS 3133	Perspectives on Women's Health		3

SCHs 15

Spring

BUS 3513	Professional Presentation Strategies		3
KINS 3453	Sport Development		3
KINS 4433	Finance and Economics in Sport		3
MGT 3273	Human Resource Management		3
PHIL 3073	Bioethics		3

SCHs 15

Summer

KINS 3473	Sport Management Practicum		3
KINS 3433	New Media and Marketing in Sport		3

SCHs 6

Fourth Year

Fall		TCCN	
MKT 4213	Consumer Behavior		3
MGT 4343	Business Leadership Strategies		3
KINS 4413	Governance and Ethics in Sport		3
KINS 4453	Strategic Data Analysis in Sport		3
SOCI 3533	Sociology of Sport		3

SCHs 15

Spring

KINS 4476	Internship in Sport Management		6
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SCHs 6

Total SCHs: 120