Sport and Recreation Management, BS

Learning Outcomes

Graduates will be able to:

• demonstrate knowledge of foundational sport and recreation management principles;

• apply and analyze financial, human resource, and facility management principles; marketing, communications, and sales strategies; and legal concepts to the sport and recreation industries;

• evaluate and explore career paths in the sport and recreation industries to identify where individual student strengths and interests will thrive;

• acquire knowledge in a concentration area within sport or recreation unique to individual student career objectives;

• express ideas clearly, logically, and persuasively in both oral and written formats; and

• demonstrate critical thinking; effective research methods; and teamwork, project management, and presentation principles to unique sport and recreation organization business challenges.