

Sport and Recreation Management, BS

Learning Outcomes

Graduates will be able to:

- demonstrate knowledge of foundational sport and recreation management principles;
- analyze and apply 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;
- demonstrate critical thinking and effective research methods; and
- apply teamwork, project management, and presentation principles to unique sport and recreation organization business challenges.