

Bachelor of Science – Sport Management

Mission Statement

The Sport Management program at UWF prepares students for the delivery and management of sport as leaders and administrators and for future studies in graduate school. Students will serve in an internship of their choice, giving them real-world experiences in professional preparation. Students may find possible positions in intercollegiate athletics, municipal parks and recreation departments, community sports programs, professional sports leagues, amateur sports organizations, and commercial sport industries such as fitness and activity centers, sports camps, and other private sports organizations.

Student Learning Outcomes

UWF BS – Public Health graduates should be able to do the following:

Content

- Apply the fundamental principles of sport management to various sport management practice.
- Examine core professional competencies of sport management and their applications in a practical environment.
- Evaluate issues of globalization and governance that occur in the sport industry.
- Examine the opportunities for career and professional development in the sport industry.

Critical Thinking

- Apply basic qualitative and quantitative research skills to sport management practice.

Communication

- Apply effective written and verbal communication skills appropriate for sport management practice.

Integrity/Values

- Resolve ethical dilemmas encountered in sport management practice.
- Analyze the critical role of diversity in successful sport management practice.

Assessment of Student Learning Outcomes

These outcomes will be assessed using a variety of assessment methods, including:

- Projects
- Experiments and reports
- Research papers
- Oral and written presentations
- Exams/tests

Job Prospects for BS – Sport Management

Possible positions may be found in:

- Collegiate Athletics
- Municipal Parks and Recreation Departments
- Community Sports Programs
- Professional Sports Leagues
- Amateur Sports Organizations
- Commercial Sports Industries such as:
 - Fitness and Activity Centers
 - Sports Camps
 - Other Private Sport Organizations

Find Out More about BS Sport Management at UWF:

<https://uwf.edu/ceps/departments/administration-and-law/undergraduate-majors/sport-management-bs/>