

SPORT AND ENTERTAINMENT MANAGEMENT, B.S.

The Sport and Entertainment Management (SPTE) Department at the University of South Carolina prepares students for a variety of managerial positions in the sport and entertainment industry.

The goal of the SPTE department is to create an integrated academic learning environment for analyzing and resolving the challenges in the business of sport and entertainment. The SPTE department provides a comprehensive curriculum that includes courses in general education, business and sport and entertainment management, as well as two experiential learning experiences (practicum and internship) under the supervision of industry professionals and SPTE faculty.

The faculty and staff are committed to providing support for student achievement. Students can enter the industry with exceptional knowledge, professional preparation, a strong alumni network, and the confidence to assume leadership positions.

Learning Outcomes

1. Students should be able to demonstrate knowledge of the qualifications, job requirements, and working conditions for a sport and entertainment industry position.
2. Students should be able to demonstrate the computer and technical skills needed for a sport and entertainment industry position.
3. Students should be able to apply learned concepts and theory to demonstrate an understanding of the nature of the sport and entertainment industry.

Progression and Graduation Requirements

In order to enroll in the Professional Division of SPTE, students must complete 48-49 credit hours in the courses indicated as Pre-Professional Division with a minimum grade point average of 2.75. Students who do not meet the grade point average requirement for progression must continue in the Pre-Professional division until they achieve a 2.75 GPA or change to another major. Only students admitted to the professional division of Sport and Entertainment Management will be allowed to enroll for more than 18 credit hours of SPTE course work. Graduation requires a 2.75 GPA in order to satisfy the requirements for a degree in Sport and Entertainment Management.

Pre-Professional courses include the following:

- Carolina Core Courses within the CMW, ARP and CMS areas
- Pre-Professional College Required Courses
- Pre-Professional Related Courses
- Pre-Professional Major Courses

Admissions

Entrance Requirements

The College of Hospitality, Retail, and Sport Management has a pre-professional and a professional division of student classification. All new students will begin in the pre-professional division. Progression into the professional division requires the approval of the department and the successful completion of the requirements indicated under each departmental heading.

In addition to the academic admission requirements of the University and of the College of Hospitality, Retail, and Sport Management for admission to the pre-professional division, an enrollment limit into the professional division may be imposed by various departments. Such a limit would become necessary if enrollment levels exceed available department staffing and facility resources. In the event of an enrollment limit, admission to a department may take into account the applicant's grade point average and other factors which may include the applicant's potential for success in that major.

Freshmen Students

In order to be admitted to a program of study in the College of Hospitality, Retail, and Sport Management, freshmen applicants must meet all University admission requirements through the Office of Undergraduate Admissions.

Transfer Students

In order to be admitted to a program of study in the College of Hospitality, Retail, and Sport Management, transfer applicants from outside of the USC system must meet all University admission requirements through the Office of Undergraduate Admissions and have at least a 2.25 GPA. The Sport and Entertainment Management and the Retailing majors requires a higher GPA than the minimum University entrance standards. Transfer applicants for Sport and Entertainment must have a cumulative GPA of a 3.0 on all college-level work attempted. Transfer applicants for Retailing must have a cumulative GPA of a 2.5 on all college-level work attempted.

Students from other USC campuses who wish to enter the College of Hospitality, Retail, and Sport Management must fulfill one of the following requirements:

1. Be in good standing, meet all University admission requirements through the Office of Undergraduate Admissions, and have the cumulative GPA required for the program (see below).
2. Be in good standing and have completed 30 semester hours with the cumulative GPA required for the program (see below).

Required GPA for Change of Campus: hospitality management - 2.25; interdisciplinary studies (2.0 and separate application required); retailing - 2.50; tourism management - 2.25; and sport and entertainment management - 3.0.

Students enrolled in other colleges on the Columbia campus must meet the following GPA requirements on all work taken: hospitality management - 2.25; interdisciplinary studies (2.0 and separate application required); retailing - 2.50; tourism management - 2.25; and sport and entertainment management - 3.0.

Degree Requirements (120 hours)

Program of Study

Requirements	Credit Hours
1. Carolina Core	31-43
2. College Requirements	21
3. Program Requirements	14-26
4. Major Requirements	42

Founding Documents Requirement

All undergraduate students must take a 3-credit course or its equivalent with a passing grade in the subject areas of History, Political Science, or African American Studies that covers the founding documents

including the United State Constitution, the Declaration of Independence, the Emancipation Proclamation and one or more documents that are foundational to the African American Freedom struggle, and a minimum of five essays from the Federalist papers. This course may count as a requirement in any part of the program of study including the Carolina Core, the major, minor or cognate, or as a general elective. Courses that meet this requirement are listed here (<https://academicbulletins.sc.edu/undergraduate/founding-document-courses/>).

1. Carolina Core Requirements (31-43 hours)

CMW – Effective, Engaged, and Persuasive Communication: Written (6 hours)

must be passed with a grade of C or higher

- ENGL 101
- ENGL 102

ARP – Analytical Reasoning and Problem Solving (6-7 hours)

- MATH 122 or MATH 141
- STAT 201

SCI – Scientific Literacy (7 hours)

Two approved CC-SCI courses (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>) from the natural sciences including one laboratory selected from Astronomy, Biology, Chemistry, Environmental Science, Geology, Marine Science or Physics

GFL – Global Citizenship and Multicultural Understanding: Foreign Language (0-6 hours)

College of HRSM students must demonstrate proficiency in a foreign language by achieving a score of 2 or higher on the foreign language placement test or by completing one foreign language course through 110 or 121.

- CC-GFL courses (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

GHS – Global Citizenship and Multicultural Understanding: Historical Thinking (3 hours)

- any CC-GHS course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

GSS – Global Citizenship and Multicultural Understanding: Social Sciences (3 hours)

- any CC-GSS course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

AIU – Aesthetic and Interpretive Understanding (3 hours)

- any CC-AIU course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

CMS – Effective, Engaged, and Persuasive Communication: Spoken Component ¹ (0-3 hours)

- SPCH 140

INF – Information Literacy ¹ (0-3 hours)

- any overlay or stand-alone CC-INF course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

VSR – Values, Ethics, and Social Responsibility ¹ (0-3 hours)

- any overlay or stand-alone CC-VSR course (<https://academicbulletins.sc.edu/undergraduate/carolina-core-courses/>)

¹ **Carolina Core Stand Alone or Overlay Eligible Requirements** – Overlay-approved courses offer students the option of meeting two Carolina Core components in a single course. A maximum of two overlays is allowed. The total Carolina Core credit hours must add up to a minimum of 31 hours. Some programs may have a higher number of minimum Carolina Core hours due to specified requirements.

2. College Requirements (21 hours)

All college required courses must be passed with a grade of C or higher

Pre-Professional Division Courses (9 hours)

Course	Title	Credits
RETL 261	Principles of Accounting I	3
RETL 262	Principles of Accounting II	3
SPTE 274	Computer Applications in Hospitality, Retail, and Sport Management	3
Total Credit Hours		9

College-Required Courses (12 hours)

Course	Title	Credits
HRSM 301	HRSM Professional Development Seminar	3
HTMT 344	Personnel Organization and Supervision	3
RETL 242	HRSM Professional Communications	3
or ENGL 463	Business Writing	
SPTE 240	Business Law	3
Total Credit Hours		12

3. Program Requirements (14-26 hours)

Supporting Courses (12 hours)

Course	Title	Credits
Pre-Professional Related Coursework		
ECON 224	Introduction to Economics	3
MGMT 371	Principles of Management	3
MKTG 350	Principles of Marketing	3
Other Related Coursework		
FINA 363	Introduction to Finance	3
or FINA 333	Finance and Markets	
Total Credit Hours		12

Minor (18 hours) *optional*

Sport and Entertainment Management majors may pursue a minor in any course of study offered by the College of Hospitality, Retail and Sport Management (HRSM) as well as any other University program with an approved minor. College of HRSM required courses may not be counted toward a minor.

Electives (2-14 hours)

The SPTE curriculum includes 2-14 hours of electives, depending on how students fulfill the Carolina Core requirements. Courses used to satisfy the elective requirement, which may include additional SPTE Major Electives, must be approved by the SPTE advisor.

4. Major Requirements (42 hours)

A minimum grade of C is required in all major courses

Major Courses (42 hours)

Course	Title	Credits
Pre-Professional Division Major Courses		
SPTE 195	Sport and Entertainment Careers	0
SPTE 201	Introduction to Sport Management	3
SPTE 202	Introduction to Live Entertainment Management	3
SPTE 203	Introduction to Event and Venue Management	3
SPTE 295	Internship I in Sport and Entertainment Management ¹	6
Professional Division Major Courses		
SPTE 380	Sport and Entertainment Marketing	3
SPTE 440	Sport and Entertainment Business and Finance	3
SPTE 444	Sports and Entertainment Event Management	3
SPTE 495	Internship II in Sport and Entertainment Management	6
Select 12 hours from the following:		12
SPTE 101	The Student-Athlete Experience	
SPTE 110	Sport and Entertainment in American Life	
SPTE 302	Artist Representation and Management	
SPTE 303	Live Entertainment Tour Management	
SPTE 305	The Business of NASCAR	
SPTE 310	Collegiate Athletics	
SPTE 315	NCAA Compliance	
SPTE 320	Sport and the Law	
SPTE 325	Resort and Club Recreation Programming	
SPTE 330	The Summer Olympic Games	
SPTE 335	The Business of Baseball	
SPTE 340	The Sporting Goods Industry	
SPTE 342	Sport and Entertainment Contracts and Negotiations	
SPTE 376	Risk Management in Sport and Entertainment	
SPTE 385	Ethics in Sport and Entertainment Business	
SPTE 399	Independent Study	
SPTE 402	Entertainment and the Law	
SPTE 404	Promoting Entertainment Events	
SPTE 410	Sport and Entertainment in Popular Culture	
SPTE 430	Sport and Entertainment Services Marketing	
SPTE 435	Spectator Facilities Management	
SPTE 450	Sales in Sport and Entertainment Business	
SPTE 490	Special Topics in Sport and Entertainment Management	
SPTE 498	Research Experience	
SPTE 499	Senior Thesis	
SPTE 501	Trends and Issues in Sport and Entertainment Management	

SPTE 515	Sport in Film
SPTE 545	Managing Part-Time Employees and Volunteers
SPTE 550	The Business of Esports
SPTE 560	Performing Arts Management and Leadership
SPTE 570	Special Topics in Global Sport
SPTE 580	Business Principles in Sport Management.
SPTE 585	Sports Economics
SPTE 590	Special Topics in Live Entertainment and Sport
SPTE 635	Sport and Entertainment Event Development
SPTE 650	Integrated Marketing Communication in Sport and Entertainment
SPTE 655	Social Media in Live Entertainment and Sport

Total Credit Hours **42**

¹ SPTE 295 is the final course taken in the Pre-Professional Division required hours. Students must achieve the required 2.75 GPA prior to enrolling in SPTE 295.

Concentrations (12 hours) *optional*

Sport and Entertainment Management majors may pursue a concentration in one of three areas: entertainment management, sport management, or venue and event management. The concentration will fulfill the SPTE Electives requirement of the major. Requirements for the concentrations are:

Entertainment Management (12 hours)

Course	Title	Credits
SPTE 302	Artist Representation and Management	3
SPTE 303	Live Entertainment Tour Management	3
SPTE 402	Entertainment and the Law	3
SPTE 590	Special Topics in Live Entertainment and Sport	3
Total Credit Hours		12

Sport Management (12 hours)

Course	Title	Credits
SPTE 310	Collegiate Athletics	3
SPTE 320	Sport and the Law	3
SPTE 450	Sales in Sport and Entertainment Business	3
SPTE 580	Business Principles in Sport Management.	3
Total Credit Hours		12

Venue and Event Management (12 hours)

Course	Title	Credits
SPTE 325	Resort and Club Recreation Programming	3
SPTE 342	Sport and Entertainment Contracts and Negotiations	3
SPTE 435	Spectator Facilities Management	3
SPTE 545	Managing Part-Time Employees and Volunteers	3
Total Credit Hours		12

B.S. with Distinction (51 hours)

The Departmental Undergraduate Research Track is available to students majoring in sport and entertainment management who wish to participate in significant research activities of the major field in collaboration with, or under the supervision of, a faculty mentor.

Prerequisite

A minimum GPA of 3.50 in major courses, 3.30 institutional GPA.

Requirements

Three courses in addition to the major requirements:

Course	Title	Credits
SPTE 498	Research Experience	3
SPTE 499	Senior Thesis	3
SPTE 501	Trends and Issues in Sport and Entertainment Management	3
Total Credit Hours		9

Additional Requirements

- Presentation of the senior thesis in an appropriate venue (SEVT, USC Discovery Day, IAVM research session, NASSM, CSRI).
- A written sponsorship agreement from the faculty mentor will be placed on file in the department office.
- Students who successfully fulfill these requirements with a GPA of at least 3.50 in all major courses and a 3.30 overall GPA will be awarded their degree "With Distinction in Sport and Entertainment Management" upon graduation.

Major Map

A major map is a layout of required courses in a given program of study, including critical courses and suggested course sequences to ensure a clear path to graduation.

Major maps are only a suggested or recommended sequence of courses required in a program of study. Please contact your academic advisor for assistance in the application of specific coursework to a program of study and course selection and planning for upcoming semesters.

Sport and Entertainment Management, B.S. No Concentration**Sport and Entertainment Management, B.S. Entertainment Management Concentration****Sport and Entertainment Management, B.S. Sport Management Concentration****Sport and Entertainment Management, B.S. Venue and Event Management Concentration**