

SPORT AND ENTERTAINMENT MANAGEMENT, B.S.

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
SPT 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	
SPT 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		
SPT 195	Sport and Entertainment Careers	0
SPT 201	Introduction to Sport Management	3
SPT 202	Introduction to Live Entertainment Management	3
SPT 203	Introduction to Event and Venue Management	3
SPT 295	Internship I in Sport and Entertainment Management ¹	6
Professional Division Major Courses		
SPT 380	Sport and Entertainment Marketing	3
SPT 440	Sport and Entertainment Business and Finance	3
SPT 444	Sports and Entertainment Event Management	3
SPT 495	Internship II in Sport and Entertainment Management	6
Select 12 hours from the following:		12
SPT 101	The Student-Athlete Experience	
SPT 110	Sport and Entertainment in American Life	
SPT 302	Artist Representation and Management	
SPT 303	Live Entertainment Tour Management	
SPT 305	The Business of NASCAR	
SPT 310	Collegiate Athletics	
SPT 315	NCAA Compliance	
SPT 320	Sport and the Law	
SPT 325	Resort and Club Recreation Programming	
SPT 330	The Summer Olympic Games	

SPT 335	The Business of Baseball	
SPT 340	The Sporting Goods Industry	
SPT 342	Sport and Entertainment Contracts and Negotiations	
SPT 376	Risk Management in Sport and Entertainment	
SPT 385	Ethics in Sport and Entertainment Business	
SPT 399	Independent Study	
SPT 402	Entertainment and the Law	
SPT 404	Promoting Entertainment Events	
SPT 410	Sport and Entertainment in Popular Culture	
SPT 430	Sport and Entertainment Services Marketing	
SPT 435	Spectator Facilities Management	
SPT 450	Sales in Sport and Entertainment Business	
SPT 490	Special Topics in Sport and Entertainment Management	
SPT 498	Research Experience	
SPT 499	Senior Thesis	
SPT 501	Trends and Issues in Sport and Entertainment Management	
SPT 515	Sport in Film	
SPT 545	Managing Part-Time Employees and Volunteers	
SPT 550	The Business of Esports	
SPT 560	Performing Arts Management and Leadership	
SPT 570	Special Topics in Global Sport	
SPT 580	Business Principles in Sport Management.	
SPT 585	Sports Economics	
SPT 590	Special Topics in Live Entertainment and Sport	
SPT 635	Sport and Entertainment Event Development	
SPT 650	Integrated Marketing Communication in Sport and Entertainment	
SPT 655	Social Media in Live Entertainment and Sport	
Total Credit Hours		42

¹ SPT 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 SPT 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
SPT 302	Artist Representation and Management	3
SPT 303	Live Entertainment Tour Management	3
SPT 402	Entertainment and the Law	3
SPT 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.