

BACHELOR OF SCIENCE IN SPORTS, ARTS, & ENTERTAINMENT MANAGEMENT

2017-2018 Degree Requirements

TOTAL CREDITS FOR DEGREE: 121

UNIVERSITY CORE CURRICULUM 42 credits

Required Courses:

COMM 101	Oral Comm. & Pres.	3 credits
ENGL 101	College Composition	3 credits
UNIV 101	City-University Life	3 credits
	Senior Capstone	3 credits

Choose thematic core courses in the following:

Explore the World - Choice 1	3 credits
Explore the World - Choice 2	3 credits
Investigate Science	3 credits
Investigate Mathematics	3 credits
Interpret Creative Works	3 credits
Understand People - Choice 1	3 credits
Understand People - Choice 2	3 credits
Succeed in Business	3 credits
Appreciate & Apply the Arts	3 credits
Discover Technology	3 credits

MAJOR REQUIREMENTS

58 credits (C = taken in the Core)

ACCT 101	Introductory Accounting I	3	MATH 175	Elementary Statistics	3
ACCT 102	Introductory Accounting II	3	SAEM 101	Introduction to the SAE Business	3
ACCT 203	Managerial/Cost Accounting	3	SAEM 201	Event Management	3
BMGT 201	Business Law I	3	SAEM 202	SAE Marketing & Promotion	3
BMGT 207	Human Resource Mgmt.		SAEM 250	Career Prep	1
BMGT 208	Principles of Management	3	SAEM 301	Facility & Venue Design/Admin	3
BMGT 221	Business Comm. & Research	3	SAEM 310	Personal Branding & Business Dev.	3
BMGT 271	The Money Thing	C	SAEM 350	SAEM Internship	3
BMGT 300	Corporate Finance	3	SAEM 352	Business of Live Entertainment	3
BMGT 417	Strategic Planning	3	SAEM 401	Legal Aspects of SAE	3
ECON 201	Prin. of Macroeconomics	OR	SAEM 480	Business Models of SAE	C
ECON 202	Prin. of Microeconomics	3			
JOUR 103	Graphic Design I	OR			
CMPS 114	Problem Solving with IT	C			

GENERAL ELECTIVES

9 credits

SAEM FOCUS AREA

12 credits

Students can choose a general 12 credits across all of the focus areas or one of the four designated focus areas. Focus areas do not need to be declared until the first semester of the junior year. Students will not have any focus area notation on their degree.

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SPORTS

SAEM 260	Amateur Athletics	3
SAEM 320	Ticketing	3
SAEM 360	Sports Agents	3
SAEM 361	Sports Ethics	3
SAEM 362	Sports Leadership	3
SAEM 363	Sports Communication	3
SAEM 364	Media Relations in Sports	3
SAEM 395	Special Topics	3
Exp. Learning (Max 6 credits)		
BMGT 380	Cooperative Education I	6
SAEM 460	Internship II	3
SAEM 461	Internship III	3

ARTS

SAEM 240	Performing Arts Presenting/Touring	3
SAEM 320	Ticketing	3
SAEM 325	Essential Fundraising Principles	3
SAEM 395	Special Topics	3
SAEM 420	Producing Comm/Nonprofit Perf Arts	3
SAEM 445	Advanced Fundraising	3
SAEM 460	Internship I	3
SAEM 461	Internship II	3
PROD 132	Stage Management I	2
PROD 145	Script Analysis	2
PROD 200/201	Tech Practicum II, III	2
PROD 440	Production Management	3
THEA 109	Elements of Stage Craft	2
THEA 140/141	Production I, II	2
Exp. Learning (Max 6 credits)		
BMGT 380	Cooperative Education I	6
SAEM 460	Internship II	3
SAEM 461	Internship III	3

ENTERTAINMENT

SAEM 320	Ticketing	3
SAEM 330	Music Artist Management	3
SAEM 331	Production Tour Management	3
SAEM 332	Industry	3
SAEM 333	Recording Industry	3
SAEM 334	Business of Concerts & Touring	3
SAEM 395	Special Topics	3
Exp. Learning (Max 6 credits)		
BMGT 380	Cooperative Education I	6
BMGT 460	Internship II	3
BMGT 461	Internship III	3

MARKETING

CMPS 330	Ecommerce	3
JOUR 307	Graphic Design II	3
SAEM 210	Digital Marketing	3
SAEM 303	Advertising, PR & Social Media	3
SAEM 320	Ticketing	3
SAEM 354	Media Management	3
SAEM 395	Special Topics	3
Exp. Learning (Max 6 credits)		
BMGT 380	Cooperative Education I	6
BMGT 460	Internship II	3
BMGT 461	Internship III	3

PROGRAM OBJECTIVES

Upon successful completion of this program, a student will be able to:

1. Work well with others and with a demonstrated appreciation of individual differences and a sensitivity to diversity.
2. Clearly communicate thoughts and ideas both verbally and in writing.
3. Apply information technology tools and techniques to meet the needs and expectations of the workplace.
4. Analyze, integrate and communicate complex information to facilitate management decision-making.
5. Apply theory and practice into solving organizational problems.
6. Develop and implement reasoning and reflection skills in order to practice ethical decision-making given data on what is morally/ethically at stake in the situation.