

BACHELOR OF SCIENCE IN SPORTS, ARTS, & ENTERTAINMENT MANAGEMENT

2018-2019 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
SAEM 480	SAEM Capstone: Bus Models	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(MATH 180)	3 credits
Interpret Creative Works	3 credits
Understand People - Choice 1(PSYC 150)	3 credits
Understand People - Choice 2	3 credits
Succeed in Business (BMGT 234)	3 credits
Appreciate & Apply the Arts	3 credits
Discover Technology (JOUR 103 OR CMPS 114)	3 credits

Business Core Requirements: 34 credits

(C = must be taken in the University Core)

MATH 175	Elementary Statistics	3
MATH 180	College Algebra	C
ACCT 210	Intro to Financial Accounting	3
ACCT 220	Managerial Accounting	3
BMGT 201	Business Law I	3
BMGT 207	Human Resource Mgmt	3
BMGT 234	Business Ethics	C
BMGT 300	Corporate Finance	3
BMGT 338	Operations Mgmt / QA	3
BMGT 340	Org Behavior w/Topics in Mgt	3
CMPS 114/JOUR 103	Prob Solving w/IT OR Graphic Design	C
CMPS 300	Info Tech for Managers	3
ECON 202	Prin. of Microeconomics	3
PSYC 150	Psychological Foundations	C
SAEM 250	Career Prep	1
SAEM 202	SAE Marketing & Promotion	3
SAEM 480	SAEM Capstone: Business Models SAE	C

MAJOR REQUIREMENTS: 36 credits

BMGT 271	The Money Thing: Life & Finances	3
SAEM 101	Intro to the SAE Business	3
SAEM 201	Event Management	3
SAEM 301	Facility & Venue Design/Admin	3
SAEM 310	Personal Branding & Bus Development	3
SAEM 350	SAEM Internship	3
SAEM 352	Business of Live Entertainment	3
SAEM 401	Legal Aspects of SAEM	3

SAEM FOCUS AREA (choose 12 credits) 12

GENERAL ELECTIVES: 9 credits

SAEM Focus Areas :

Sports:

SAEM 260 Amateur Athletics
SAEM 320 Ticketing
SAEM 360 Sports Agents
SAEM 361 Sports Ethics
SAEM 362 Sports Leadership
SAEM 363 Sports Communication
SAEM 364 Media Relations in Sports
SAEM 395 Special Topics

Entertainment (Music):

SAEM 320 Ticketing
SAEM 330 Music Artist Mgmt
SAEM 331 Prod Tour Mgmt
SAEM 332 Emerg Trends
SAEM 333 Recording Industry
SAEM 334 Bus Concerts/Tour
SAEM 395 Special Topics

SAEM Marketing:

CMPS 330 E-Commerce
JOUR 307 Graphic Design II
SAEM 210 Digital Marketing
SAEM 320 Ticketing
SAEM 303 Adv, PR, Soc Med
SAEM 354 Media Mgmt
SAEM 395 Special Topics

Arts:

SAEM 240 Perf. Arts Present. & Tour.
SAEM 320 Ticketing
SAEM 325 Essential Fundraising Prin.
SAEM 395 Special Topics
SAEM 420 Prod for Comm Nonprofit
SAEM 445 Advanced Fundraising
PROD 132 Stage Management I*
PROD 145 Script Analysis*
PROD 200/201 Tech Practicum II, III*
PROD 440 Production Management*
THEA 109 Elements Stage Craft*
THEA 140/141 Production I, II*

*choose up to 6 cr. of these courses

General:

Students may choose 12 cr. from any SAEM courses listed in focus areas

All Focus Areas:

students may choose a maximum of 6 credits of the following

BMGT 380 Cooperative Education I
SAEM 460 Internship II
SAEM 461 Internship III

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PROGRAM OBJECTIVES

The SAEM Program Outcomes:

Diversity & Social Responsibility: Explain and demonstrate the best practices of corporate social responsibility, diversity and decision-making in the workplace.

Communication: Employ written and oral communication skills to convey clear and organized information to target audiences for analytical reports.

Information Literacy: Find, evaluate and use information effectively, ethically and legally from a variety of formats, both traditional and technological, commonly used in industry.

Problem Solving: Analyze problems and develop solutions to facilitate management decision-making.

Ethics: Develop and implement reasoning and reflection skills to practice ethical decision-making, given data on what is morally/ethically at stake in the situation.