



Truett McConnell University
Master of Sports Management
Degree Program Checklist

Student: _____ ID#: _____ Advisor: _____

	<u>Hours</u>	<u>Grade</u>	<u>Semester</u>
General Business Courses (15 Hours)			
BU 510 Managerial Finance	3	_____	_____
BU 520 Digital Marketing & Customer Analytics	3	_____	_____
BU 540 Business Research Methods	3	_____	_____
BU 620 AI, Data Analytics, & Business Intelligence	3	_____	_____
BU 5/6XX or CL 600 The Psychology of Sport _____	3	_____	_____
Sports Management Courses (18 Hours)			
SM 500 Global Sport Business Strategies	3	_____	_____
SM 510 Organizational Behavior in Sports Organizations	3	_____	_____
SM 600 Sport Analytics & Revenue Optimization	3	_____	_____
SM 610 Sport Venue & Event Operations Management	3	_____	_____
SM 620 Sport Revenue Generation & Sponsorship	3	_____	_____
SM 630 Strategic Innovation in Sport Leadership	3	_____	_____
SM 699 ¹ Graduate Business Assessment	0	_____	_____
Biblical Worldview Requirement (3 hours)			
CS 500 Word and Witness in the Workplace	3	_____	_____

Total Hours 36

¹SM 699 must be taken in students' final semester of course work.

²Students are encouraged to take BU651 Project Management, CL 671 A Psychological Approach to Performance Nutrition, or CL600 The Psychology of Sport