

SPORTS MANAGEMENT, ASSOCIATE IN ARTS

The Sports Management Associate in Arts is designed to provide the foundational courses for students to successfully complete upper division course work to earn a Bachelor in Science in Sports Management and related degrees. The program offers a unique educational experience focusing on the business, management, and social elements that define the industry and institution of sport. The focus is on understanding changes in the sport business and in preparing students to use sport to change society. Work is designed to underscore a commitment to diversity, engagement, innovation, excellence, integrity, and global integration.

Sports Management is an interdisciplinary field of study that draws from a wide range of academic disciplines, including: business, management, law, and communication. The thoroughly interdisciplinary emphasis of program aims to educate students in the skills and theory necessary to assume leadership roles both in and out of the sport industry.

The sport industry has become a dynamic growth industry and is now recognized as a multi-billion-dollar global enterprise. With a degree in Sport Management, students get the educational foundation and the practical experience necessary to gain access to a career in this competitive industry.

| Course ID | Title | Units/ Hours |
|--|--|-----------------|
| Required Core Courses | | |
| HED V01 | Health and Wellness | 3 |
| HED V76 | Managing Stress | 3 |
| HED V87 | Nutrition | 3 |
| KIN V81 | Fundamentals of Kinesiology | 3 |
| KIN V82 | Psychology of Fitness and Sport Performance | 3 |
| KIN V88 | Introduction to Sports Management | 3 |
| KIN V89 | Women in Sport | 3 |
| STAT C1000 or PSY V04 | Introduction to Statistics Introductory Statistics for the Social and Behavioral Sciences | 4 |
| Required Core Units | | 25 |
| Required Additional Courses | | |
| List A: Select 3 courses from the following: | | |
| KIN V10 | Aerobic and Strength Training | 1 |
| KIN V12 | Bicycle Conditioning: Spinning | 1 |
| KIN V13 | Advanced Spinning/Interval Training | 1 |
| KIN V14 | Step Aerobics | 1 |
| KIN V16 | Aerobic Kickboxing | 1 |
| KIN V18 | Cardiovascular Fitness: Machine Training | 1 |
| KIN V19 | Indoor Cross Fitness Training | 1 |
| KIN V20 | Walking to Restore Fitness | 1 |
| KIN V21 | Fitness Walking/Jogging | 1 |
| KIN V22 | Running for Fitness | 1 |
| KIN V23 | Advanced Running/Interval Training | 1 |
| KIN V24 | Life Fitness | 1 |

| | | |
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| KIN V26 | Weight Training and Conditioning: Free Weights | 1 |
| KIN V28 | Conditioning: Designed for Women | 1 |
| KIN V33 | Body Conditioning Boot Camp | 1 |
| KIN V40A | Basketball I | 1 |
| KIN V40B | Basketball II | 1 |
| KIN V44A | Tennis I | 1 |
| KIN V44B | Tennis II | 1 |
| KIN V46A | Volleyball I | 1 |
| KIN V46B | Volleyball II | 1 |
| KIN V48A | Soccer I | 1 |
| KIN V48B | Soccer II | 1 |
| KIN V50A | Aikido I | 1 |
| KIN V50B | Aikido II | 1 |
| KIN V70A | Yoga I | 1 |
| KIN V70B | Yoga II | 1 |

List B: Select 15 units from the following:

| | | |
|------------|--|---|
| ACCT V01A | Financial Accounting | 5 |
| BUS V17 | Computer Applications | 3 |
| BUS V32 | Human Resource Management | 3 |
| BUS V49 | Introduction to Digital Marketing | 3 |
| CRM R100 | Principles of the Hospitality Industry | 3 |
| COMM C1000 | Introduction to Public Speaking | 3 |
| ECON C2002 | Principles of Macroeconomics | 3 |
| ECON C2001 | Principles of Microeconomics | 3 |

Required Additional Units 18

Total Major Units 43

VCCCD General Education Pattern

| | |
|--|-----------|
| Required Major Units | 43 |
| VCCCD General Education Units | 24 |
| Double-Counted Units | (6) |
| Elective Units | 0 |
| Total Units for the A.A. Degree | 61 |

Year 1

| Fall Semester | Units/Hours |
|--|--|
| HED V01 | Health and Wellness 3 |
| KIN V81 | Fundamentals of Kinesiology 3 |
| KIN V88 | Introduction to Sports Management 3 |
| STAT C1000 or PSY V04 | Introduction to Statistics ((Double Count) Satisfies VCCCD GE Area 2) or Introductory Statistics for the Social and Behavioral Sciences 4 |
| Select course from List B Degree-applicable course | 3 |
| Units/Hours 16 | |
| Spring Semester | Units/Hours |
| ENGL C1000 | Academic Reading and Writing (VCCCD GE Area 1a) 4 |
| HED V76 | Managing Stress ((Double Count) Satisfies VCCCD GE Area 7) 3 |
| Select 1 unit Course from List A....Degree-applicable course | 1 |
| Select 1 unit Course from List A....Degree-applicable course | 1 |
| Select course from List B....Degree-applicable course | 3 |
| Select course from List B Degree-applicable course | 3 |
| Units/Hours 15 | |

Year 2

Fall Semester

| | | |
|--|---|-----------|
| KIN V82 | Psychology of Fitness and Sport Performance | 3 |
| KIN V89 | Women in Sport | 3 |
| Select course from List B Degree-applicable course | | 3 |
| Select course VCCCD GE Area 4 | | 3 |
| Select course VCCCD GE Area 3 | | 3 |
| Units/Hours | | 15 |

Spring Semester

| | | |
|--|-----------|-----------|
| HED V87 | Nutrition | 3 |
| Select 1 unit Course from List A....Degree-applicable course | | 1 |
| Select course from List B Degree-applicable course | | 3 |
| Select course VCCCD GE Area 1B | | 3 |
| Select course.....VCCCD GE Area 5 | | 3 |
| Select course.....VCCCD GE Area 6 | | 3 |
| Units/Hours | | 16 |
| Total Units/Hours | | 62 |

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

- Develop adequate knowledge, competencies, and communication skills needed to be successful sport management professionals in a variety of settings.
- Evaluate the appropriate motivational skills, leadership skills, and fundamental business principles for producing a sporting event including skills in management, finance, economics, and marketing.
- Assess the role of sports in society within sociological, economic, and political contexts.
- Evaluate the social and ethical responsibilities within the sport industry.