

BACHELOR OF SCIENCE IN SPORTS, ARTS, ENTERTAINMENT & MUSIC BUSINESS

2024-2025 Degree Requirements

Name: _____

ID Number: _____

TOTAL CREDITS FOR DEGREE: 121

UNIVERSITY CORE CURRICULUM: 42 credits

Required Fundamental Courses:

COMM 101	Oral Comm. & Pres.	3 credits	
ENGL 101	College Composition	3 credits	
UNIV 101	City-University Life	3 credits	
Senior Capstone			
	SAEM 480	3 credits	(Business Models of SAEM)

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	(College Algebra)
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	

BUSINESS CORE REQUIREMENTS: 31 cr.

ACCT 210 Intro to Financial Acctg (3)
ACCT 220 Managerial Accounting (3) **OR**
ECON 201 Macroeconomics (3)
BMGT 201 Business Law I (3)
BMGT 338 Quantitative Analysis for Business Decision Making (3) **OR**
CMPS 163 Business Analytics (3)
CMPS 101 Intro to Applied Computer Science (3)
ECON 202 Prin. of Microecon (3)
FIN 300 Financial Management (3)
HRM 205 People and the Environment (3)
MATH 175 Elementary Statistics (3)
MKTS 205 Principles of Marketing and Sales (3)
SAEM 250 Career Prep (1)

GENERAL ELECTIVES: 15 cr.

(3)
(3)
(3)
(3)
(3)
(3)

MAJOR REQUIREMENTS: 33 cr.

SAEM 101 Intro to SAE Business (3)
SAEM 152 Bus of Live Entertainment (3)
SAEM 201 Event Management (3)
SAEM 301 Facility & Venue Design (3)
SAEM 310 Personal Branding & Business Dev (3)
SAEM 350 SAEM Internship (3)
SAEM 401 Legal Aspects SAEM (3)

Select a Focus Area* - 12 cr.

Sports **OR**
Entertainment (Music) **OR**
Arts **OR**
SAEM Marketing **OR**
General

*Choose 12 credits across all or one of the focus areas.
Unduplicated credits in related minors or double majors may be used with advisor approval.

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1. Sports

Choose 12 cr.

SAEM 260 Amateur Athletics
SAEM 360 Sports Agents
SAEM 362 Sports Mgmt/Lead
SAEM 366 Sports Sales
SAEM 367 Sports Marketing
SAEM 395 Special Topics
SAEM 320 Ticketing

2. Entertainment (Music)

Choose 12 cr.

SAEM 300 Event Management II
SAEM 320 Ticketing
SAEM 330 Talent Booking Mgmt
SAEM 331 Prod Tour Mgmt
SAEM 332 Emerging Trends in Music
SAEM 333 Pioneer Records
SAEM 335 Music Video Wrkshp
SAEM 336 Music Marketing
SAEM 395 Special Topics

3. Arts

Choose 12 cr.

SAEM 240 Perf Arts Present & Tour
SAEM 320 Ticketing
SAEM 325 Fundraising: Crowdfunding to Proposal
SAEM 395 Special Topics
SAEM 420 Prod for Comm Nonprofit
PROD 132 Stage Mgmt*
PROD 145 Script Analysis*
PROD 200 Tech Practicum III*
PROD 201 Tech Practicum IV*
PROD 440 Prod Mgmt*
THEA 109 Elements Stage Craft*
THEA 140 Production I*
THEA 141 Production II*

***Choose up to 6 cr. of these courses**

4. SAEM Marketing

Choose 12 cr.

COMM 120 Digital Storytelling
MKTS 206 Professional Selling
SAEM 210 Digital Marketing
SAEM 303 Advertising, PR, Social Media
SAEM 320 Ticketing
SAEM 336 Music Marketing
SAEM 367 Sports Marketing
SAEM 395 Special Topics

5. General

Choose 12 cr. from any SAEM focus area*

All focus areas-students may choose a max of 9 cr. from the following courses:

BMGT 380 Cooperative Education I (6)
SAEM 460 Internship II (3)
SAEM 461 Internship III (3)

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PROGRAM OBJECTIVES

1. Apply information technology to the sports, arts, entertainment and music industry (IACBE - Analysis & Technology Utilization).
2. Employ communication skills to convey clear and organized information to target area (IACBE - Communication).
3. Analyze problems and develop solutions to facilitate management decision-making (IACBE - Critical Thinking/Problem Solving).
4. Develop collaborative skills through an immersive educational experience fostering effective teamwork and interpersonal communication (IACBE - Teamwork).
5. Explain major concepts within the sports, arts, entertainment and music industry (IACBE - Business Knowledge).
6. Assess best practices of corporate social responsibility, diversity and decision-making to be utilized in the workplace (IACBE - Business Environment).