### BACHELOR OF SCIENCE IN SPORTS, ARTS, ENTERTAINMENT MANAGEMENT

#### 2023-2024 Degree Requirements

**Name:**

**TOTAL CREDITS FOR DEGREE: 121**

**ID Number:**

**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  3 credits

**Choose Thematic Core courses in the following:**

- Investigate Science
- Investigate Mathematics  MATH 180  3 credits  (College Algebra)
- Investigate Mathematics  SAEM 480  3 credits  (Business Models of SAEM)

- Explore the World - Choice 1
- Explore the World - Choice 2
- Understand People - Choice 1
- Understand People - Choice 2

- Succeed in Business  BMGT 271  3 credits  (The Money Thing)

- Appreciate & Apply the Arts

- Discover Technology  GRID 103 or CMPS 114  3 credits  (Graphic Design I or Problem Solving w/ IT)

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**BUSINESS CORE REQUIREMENTS: 37 cr.**

- MATH 175 Elementary Statistics (3)
- ACCT 210 Intro to Financial Acctg (3)
- ACCT 220 Managerial Accounting (3)
- BMGT 201 Business Law I (3)
- HRM 207 Human Resources Mgmt (3)
- BMGT 234 Ethical Leadership (3)
- FIN 300 Corporate Finance (3)
- BMGT 338 Operations Mgmt/QA (3)
- BMGT 340 Org Behav w/Topics (3)
- CMPS 300 Info Tech for Managers (3)
- ECON 202 Prin. of Microecon (3)
- SAEM 202 SAE Mktg & Promotion (3)
- SAEM 250 Career Prep (1)

**MAJOR REQUIREMENTS: 33 cr.**

- SAEM 101 Intro to SAE Business (3)
- SAEM 152 Bus of Live Entertain (3)
- SAEM 201 Event Mgmt (3)
- SAEM 301 Facility & Venue Des/Adm (3)
- SAEM 310 Personal Brand&Bus Dev
- 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

*Select 12 cr. from a focus area. See next page for details on each focus area.

**GENERAL ELECTIVES: 9 cr.**
1. **Sports**

Choose 12 cr.
- SAEM 260 Amateur Athletics
- SAEM 360 Sports Agents
- SAEM 362 Sports Mgmt/Lead
- SAEM 364 Media Relations in Sports
- SAEM 395 Special Topics
- SAEM 320 Ticketing

2. **Entertainment (Music)**

Choose 12 cr.
- SAEM 320 Ticketing
- SAEM 330 Talent Booking Mgmt
- SAEM 331 Prod Tour Mgmt
- SAEM 332 Emerging Trends
- SAEM 333 Pioneer Records
- 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
- SAEM 445 Adv Fundraising
- 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.
- CMPS 330 E-Commerce
- GRID 307 Graphic Des II
- SAEM 210 Dig Mktg
- SAEM 303 Adv, PR, Soc Med
- SAEM 320 Ticketing
- SAEM 395 Special Topics

5. **General**

Choose 12 cr. from any SAEM focus area*

- CMPS 330 E-Commerce
- GRID 307 Graphic Des II
- SAEM 210 Dig Mktg
- SAEM 303 Adv, PR, Soc Med
- SAEM 320 Ticketing
- SAEM 395 Special Topics

*Choose up to 6 cr. of these courses

**All focus areas**- students may choose a max of 6 cr. from the following courses:
- BMGT 380 Cooperative Ed I
- SAEM 460 Internship II
- SAEM 461 Internship III

*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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PROGRAM OBJECTIVES

1. Apply information technology tools and techniques to the sports, arts, and entertainment industry.
2. Employ communication skills to convey clear and organized information to target audience
3. Analyze problems and develop solutions to facilitate management decision-making.
4. Gather, analyze, and evaluate critical information from within the sports, arts, and entertainment industry
5. Explain major concepts within the sports, arts, and entertainment industry
6. Assess best practices of corporate social responsibility, diversity, and decision-making to be utilized in the workplace.