

BACHELOR OF SCIENCE IN SPORTS, ARTS, ENTERTAINMENT MANAGEMENT

2021-2022 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	BMGT 271	3 credits	(The Money Thing)
Appreciate & Apply the Arts		3 credits	
Discover Technology	GRID 103 or CMPS 114	3 credits	(Graphic Design I or Problem Solving w/ IT)

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)

GENERAL ELECTIVES: 9 cr.

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.

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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

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*

**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.