

SPORT MANAGEMENT MAJOR (B.S.)

- Resort Management
- Ticket Operations/Sales

Purpose

The Bachelor of Science in Sport Management major prepares students to serve society by developing ethical and capable leaders who are prepared to advance organizations in the dynamic segments of the sport industry.

Program Learning Outcomes

The student will be able to:

- Incorporate the Christian worldview in decision-making within sport management.
- Recommend research-based managerial practices for sport organizations.
- Evaluate processes and policies for achieving the desired outcomes of sport organizations.

Information pertaining to student learning and achievement in the Hospitality & Sport Management programs accredited by COSMA can be obtained by visiting the Department of Hospitality & Sport Management website at <https://www.liberty.edu/business/hospitality-sport-management/> or by contacting the Chair of the Department of Hospitality & Sport Management at sportmanagement@liberty.edu.

Programs of Study

Delivery Format: Online Only

- Sport Management (B.S.) - Conference & Event Management - Online

Delivery Format: Residential and Online

- Sport Management (B.S.) - General - Online
- Sport Management (B.S.) - General - Resident
- Sport Management (B.S.) - Sport Administration - Online
- Sport Management (B.S.) - Sport Administration - Resident
- Sport Management (B.S.) - Sport Communication & Public Relations - Online
- Sport Management (B.S.) - Sport Communication & Public Relations - Resident
- Sport Management (B.S.) - Sport Outreach - Online
- Sport Management (B.S.) - Sport Outreach - Resident
- Sport Management (B.S.) - Sport Venue Management - Online
- Sport Management (B.S.) - Sport Venue Management - Resident

Career Opportunities

- Advertising
- Collegiate Athletic Administration
- Event Management
- Facility and Arena Management
- Front Office Position with a Professional Team
- Marketing
- National Sport Governing Bodies
- Nonprofit Organizations
- Private Sports Enterprises