

# SPORT MANAGEMENT MAJOR (B.S.)

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## Purpose

The purpose of the Sport Management (B.S.) degree program at Liberty University is to serve society by developing ethical and capable leaders who are prepared to advance organizations in the dynamic segments of the sport industry. It is the goal for the academic programs to be recognized for their action-oriented curriculum, student-centered teaching, market-driven instruction, mutually beneficial partnerships, and integration of a Biblical worldview.

*Information pertaining to student learning and achievement in the sport, event, and tourism management programs accredited by COSMA can be obtained by visiting the Department of Sport, Event, and Tourism Management website at <https://www.liberty.edu/business/sport-event-tourism-management/> or by contacting the Chair of the Department of Sport, Event, and Tourism Management at [sportmanagement@liberty.edu](mailto:sportmanagement@liberty.edu).*

## 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.

## 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
- Resort Management
- Ticket Operations/Sales