

B.S.R.B., SPORT AND RECREATION BUSINESS

Program Requirements

Students must earn a C- grade or better in each course.

Minimum Requirements for Sport and Recreation Business B.S.R.B.: 120 credits

CONCENTRATIONS: SPORT MANAGEMENT (P. 1) AND RECREATION MANAGEMENT (P. 1)

| Code | Title | Credits |
|------|-------|---------|
|------|-------|---------|

General University Requirements

Complete the general university requirements. (<https://catalog.uaf.edu/archives/2020-2021/graduate/>)

General Education Requirements

Complete the general education requirements. (<https://catalog.uaf.edu/archives/2020-2021/bachelors/general-education-requirements/>)

As part of the general education requirements, complete:

| | | |
|------------|---|--|
| MATH F122X | Essential Precalculus with Applications | |
| SPRT F281X | Introduction to Sport Management | |

B.S.R.B. Degree Requirements

Complete the B.S.R.B. degree requirements. (<https://catalog.uaf.edu/archives/2020-2021/bachelors/summary-of-bachelors-degree-reqs/#bachelorofsportandrecreationalbusinesstext>)

Sport and Recreation Business Program Requirements

| | | |
|------------|--|---|
| ACCT F261X | Principles of Financial Accounting | 3 |
| BA F307 | Introductory Human Resources Management | 3 |
| BA F343 | Principles of Marketing | 3 |
| SPRT F280 | Sport Leadership | 3 |
| SPRT F482 | Sport Marketing | 3 |
| SPRT F483 | Sport and Recreation Sales | 3 |
| SPRT F484 | Legal Aspects of Sport and Recreation Management | 3 |

Additional 12 credits of ACCT, BA, ECON, HSEM, SPRT, or additional concentration courses as approved by advisor 12

Concentrations

Choose one or more from the following concentrations: 9

| |
|-----------------------|
| Sport Management |
| Recreation Management |

Electives

Electives may be taken to meet 120 credits

Concentrations

SPORT MANAGEMENT

| Code | Title | Credits |
|--|------------------------|---------|
| Select 9 credits from the following: 9 | | |
| BA F436 | Consumer Behavior | |
| BA F443 | Social Media Marketing | |

| | |
|--------------|--|
| HSEM F301 | Principles of Emergency Management and Homeland Security |
| PSY F337 | Sport Psychology |
| SPRT F481 | Event Management |
| SPRT/BA F488 | Sport Analytics |

RECREATION MANAGEMENT

| Code | Title | Credits |
|--|--|---------|
| Select 9 credits from the following: 9 | | |
| BA F317 | Employment Law | |
| BA F360 | Operations Management | |
| BA F490 | Services Marketing | |
| NRM F365 | Principles of Outdoor Recreation Management | |
| RD F268 | Rural Tourism: Planning and Principles | |
| SPRT F485 | Sport and Recreation Facilities Recreation (RECR) electives ¹ | |

¹ No more than 3 credits of Recreation (RECR) courses may count toward the concentration.