

# SPORTS MANAGEMENT, ASSOCIATE IN ARTS

The Associate in Arts in Sports Management provides the foundational courses for students to successfully complete upper division course work to earn a Bachelor in Science in Sports Management and related degrees. The program offers a unique educational experience focusing on the business, management, and social elements that define the industry and institution of sport. The focus is on understanding changes in the sport business and in preparing students to use sport to change society. Work is designed to underscore a commitment to diversity, engagement, innovation, excellence, integrity, and global integration.

Sports Management is an interdisciplinary field of study that draws from a wide range of academic disciplines, including: business, management, law, and communication. The thoroughly interdisciplinary emphasis of program aims to educate students in the skills and theory necessary to assume leadership roles both in and out of the sport industry.

The sport industry has become a dynamic growth industry and is now recognized as a multi-billion-dollar global enterprise. With a degree in Sport Management, students get the educational foundation and the practical experience necessary to gain access to a career in this competitive industry.

Course ID	Title	Units/ Hours
<b>Required Core Courses</b>		
HED V01	Health and Wellness	3
HED V76	Managing Stress	3
HED V87	Nutrition	3
KIN V81	Fundamentals of Kinesiology	3
KIN V82	Psychology of Fitness and Sport Performance	3
KIN V88	Introduction to Sports Management	3
KIN V89	Women in Sport	3
STAT C1000	Introduction to Statistics	4
or PSY V04	Introductory Statistics for the Social and Behavioral Sciences	
<b>Required Core Units</b>		<b>25</b>
<b>Required Additional Courses</b>		
List A: Select 3 courses from the following:		
KIN V10	Aerobic and Strength Training	1
KIN V12	Bicycle Conditioning: Spinning	1
KIN V13	Advanced Spinning/Interval Training	1
KIN V14	Step Aerobics	1
KIN V16	Aerobic Kickboxing	1
KIN V18	Cardiovascular Fitness: Machine Training	1
KIN V19	Indoor Cross Fitness Training	1
KIN V20	Walking to Restore Fitness	1
KIN V21	Fitness Walking/Jogging	1
KIN V22	Running for Fitness	1
KIN V23	Advanced Running/Interval Training	1
KIN V24	Life Fitness	1
KIN V26	Weight Training and Conditioning: Free Weights	1

KIN V28	Conditioning: Designed for Women	1
KIN V33	Body Conditioning Boot Camp	1
KIN V40A	Basketball I	1
KIN V40B	Basketball II	1
KIN V44A	Tennis I	1
KIN V44B	Tennis II	1
KIN V46A	Volleyball I	1
KIN V46B	Volleyball II	1
KIN V48A	Soccer I	1
KIN V48B	Soccer II	1
KIN V50A	Aikido I	1
KIN V50B	Aikido II	1
KIN V70A	Yoga I	1
KIN V70B	Yoga II	1

List B: Select 15 units from the following:		
ACCT V01A	Financial Accounting	5
BUS V17	Computer Applications	3
BUS V32	Human Resource Management	3
BUS V49	Introduction to Social Media Marketing	3
CRM R100	Principles of the Hospitality Industry	3
COMM C1000	Introduction to Public Speaking	3
ECON V01A	Principles of Macroeconomics	3
ECON V01B	Principles of Microeconomics	3

**Required Additional Units** **18**

**Total Major Units** **43**

## VCCCD General Education Pattern

Required Major Units	43
VCCCD General Education Units	24
Double-Counted Units	(6)
Elective Units	0
<b>Total Units for the A.A. Degree</b>	<b>61</b>

## Year 1

Fall Semester	Units/Hours
HED V01	Health and Wellness 3
KIN V81	Fundamentals of Kinesiology 3
KIN V88	Introduction to Sports Management 3
STAT C1000 or PSY V04	Introduction to Statistics ((Double Count) Satisfies VCCCD GE Area 2) or Introductory Statistics for the Social and Behavioral Sciences 4
Select course from List B . . . . Degree-applicable course	3

**Units/Hours** **16**

## Spring Semester

ENGL C1000	Academic Reading and Writing (VCCCD GE Area 1a) 4
HED V76	Managing Stress ((Double Count) Satisfies VCCCD GE Area 7) 3
Select 1 unit Course from List A....Degree-applicable course	1
Select 1 unit Course from List A....Degree-applicable course	1
Select course from List B....Degree-applicable course	3
Select course from List B . . . . Degree-applicable course	3

**Units/Hours** **15**

## Year 2

Fall Semester	Units/Hours
KIN V82	Psychology of Fitness and Sport Performance 3

KIN V89	Women in Sport	3
Select course from List B . . . . Degree-applicable course		3
Select course . . . . VCCCD GE Area 4		3
Select course . . . . VCCCD GE Area 3		3
<b>Units/Hours</b>		<b>15</b>
<b>Spring Semester</b>		
HED V87	Nutrition	3
Select 1 unit Course from List A.....Degree-applicable course		1
Select course from List B . . . . Degree-applicable course		3
Select course . . . . VCCCD GE Area 1b		3
Select course.....VCCCD GE Area 5		3
Select course.....VCCCD GE Area 6		3
<b>Units/Hours</b>		<b>16</b>
<b>Total Units/Hours</b>		<b>62</b>

Upon successful completion of this program, students will be able to:

- Develop adequate knowledge, competencies, and communication skills needed to be successful sport management professionals in a variety of settings.
- Evaluate the appropriate motivational skills, leadership skills, and fundamental business principles for producing a sporting event including skills in management, finance, economics, and marketing.
- Assess the role of sports in society within sociological, economic, and political contexts.
- Evaluate the social and ethical responsibilities within the sport industry.