ASSOCIATE IN SCIENCE

Sport Management

SPM.AS

PROGRAM DESCRIPTION
The Sport Management program prepares students to receive an Associate in Science degree and transfer to a four-year school to major in sport management. Sport management is an all-encompassing term associated with the management of sport, fitness/wellness, and leisure recreation programs. An increased growth in competitive athletics, sport participation by all segments of society, and sport-related businesses has created a need for individuals trained in sport management.

PROGRAM GOALS
• To prepare students for transfer to a four-year college or university for further study in sport management.
• To provide students with a foundation in general education.
• To prepare students with an understanding of the various career opportunities and areas of specialization within the field of sport management.
• To provide students with a successful work experience in sport management.
• To provide students with a foundation in basic accounting.

PROGRAM STUDENT LEARNING OUTCOMES
At the end of the program, the graduate will be able to:
1. Explain the various careers in sport management.
2. Use critical analysis in solving problems and analyzing information as it relates to sport management.
3. Work effectively in a professional sport business environment.
4. Explain the key factors that led to sport evolving into business.

EMPLOYMENT OPPORTUNITIES
• Amateur competitive athletics
• Professional sports
• Sports agencies
• Municipal recreation and sports
• Sport merchandising
• Sport news media
• Health & fitness
• Resort recreation
• Specialized sport resorts & instructional programs

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CAMDEN COUNTY COLLEGE 2017