KENNESAW STATE UNIVERSITY

Double Owl Pathway of Study
Effective Term: Fall 2021

Undergraduate Program Name: Sport Management, B.S.
Graduate Program Name: Business Administration, M.B.A General Management Concentration

Pathway Description: SM/MBA General Management Concentration

Double Owl Course Pairs:

Double Owl Scholars will NOT take the following SM courses:	In their place, Double Owl Scholars will be able to take three of the following MBA courses:
Sports Management Elective	MKTG 7030 – Strategic Marketing
Sports Management Elective	MGT 7050 – Managing and Leading Work Behavior
Sports Management Elective	IS 7090 – Leveraging Information Systems in Business

Year 1 - Fall (15 credits)	Credits	Year 1 - Spring (15 credits)	Credits
ENGL 1101 – Composition I [A1]	3	ENGL 1102 – Composition II [A1]	3
POLS 1101 – American Government [E1]	3	General Education – Cultural Perspectives [B2]	3
General Education – Quantitative [A2]	3	General Education- Science Processes (non-STEM) [D2]	3
ECON 1000 – Contemporary Economic Issues [B1]	2	General Education- U.S. History [E2]	3
General Education- Science Processes (non-STEM) [D2]	4	ACCT 2101 – Principles of Accounting I (Lower Division)	3
TOTAL SEMESTER CREDITS	**15**	**TOTAL SEMESTER CREDITS**	**15**
Year 2 - Fall (15 credits)	**Credits**	**Year 2 - Spring (15 credits)**	**Credits**
General Education- U.S. History [E3]	3	General Education- Literature of the World [C1]	3
SM 2100- Intro to Sport Management	3	SM 2200-Introduction to Sport Management	3
Econ 2106-Principles of Microeconomics	3	General Education- Social Sciences [E4]	3
ACCT 2102 – Principles of Accounting II (Recommended Free Elective)	3	SM 2300-Legal Aspects of Sport	3
General Education- Applied Math [D1] STAT 1401 encouraged	3	ECON 2300 – Business Statistics (Recommended Free Elective6)	3
TOTAL SEMESTER CREDITS	**15**	**TOTAL SEMESTER CREDITS**	**15**
Year 3 - Fall (15 credits)	**Credits**	**Year 3 - Spring (15 credits)**	**Credits**
General Education- Arts & Culture of the World [C2]	3	Sports Management Elective	3
SM 2400-Sports Information and Media	3	SM 3300- Sport Event Management	3
SM 3100-Psychological and Sociological Aspects of Sport	3	SM 3400-Sport Facility Management	3
SM 3200-Leadership and Management in Sport	3	SM 3500-Sponsorship and Fundraising in Sport	3
FIN 3100 – Principles of Finance (Recommended Free elective)	3	SM 4700-Sport Economics	3
TOTAL SEMESTER CREDITS	**15**	**TOTAL SEMESTER CREDITS**	**15**
		Apply for Double Owl Status	

Last Updated: November 5, 2021

Year 4 - Fall (15 credits)	Credits	Year 4 - Spring (15 credits)	Credits
Sports Management Elective	3	SM 4950-Senior Sport Management Internship	12
SM 4800-Sport Finance	3	MGT 7050 – Managing and Leading Work Behavior (Major Elective)	3
SM 4900-Senior Seminar	3		
IS 7090 – Leveraging Information Systems in Business (Major Elective)	3		
MKTG 7030 – Strategic Marketing (Major Elective)	3		15
TOTAL SEMESTER CREDITS	**15**	**TOTAL SEMESTER CREDITS**	**15**
		Apply to Graduate Program/Change to Graduate Status	
Year 5 - Fall (6 credits)	**Credits**	**Year 5 - Spring (6 credits)**	**Credits**
ACCT 7000 – Accounting Insights for Managers	3	FIN 7020 - Business Finance	3
MGT 7040 – Managing the Value Chain	3	Graduate Elective	3
TOTAL SEMESTER CREDITS	**6**	**TOTAL SEMESTER CREDITS**	**6**
Year 5 – Summer (3 credits)	**Credits**		
International Elective/Study Abroad	3		
TOTAL SEMESTER CREDITS	3	**TOTAL SEMESTER CREDITS**	
Year 6 - Fall (6 credits)	**Credits**	**Year 6 - Spring (6 credits)**	**Credits**
ECON 7010 – Resource Allocation and Decision Analysis	3	MGT 7999 – Strategic Management	3
Graduate Elective	3	Graduate Elective	3
TOTAL SEMESTER CREDITS	6	**TOTAL SEMESTER CREDITS**	**6**

PATHWAY TOTAL: 120 + 36 – 9 = 147 CREDIT HOURS