

# 2021-2022 Southeastern University - Unrestricted Education Catalog

## Southeastern University

### Master of Business Administration: Sport Management (Online)

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Sport Management emphasizes the business fundamentals of sport with a focus on management, marketing, finance and accounting, preparing students for careers in the sport industry.

#### Career Options:

- Athletic Director
- Team Manager
- Sports Agent
- Recruiter
- Marketing & PR Professional

#### Program Summary

Total Credits - 36 Credit hours with three components

- MBA Core (18 hours)
- Sports Management Core (18 hours)
- Sports Management Core only available online

Program length: 1-2 years

- Part-time students (6 Credit hour per semester)
- Full-time students (9 credit hour per semester)
- Accelerated students (12 credit hours per semester)

Program Delivery

- Six 8 week terms per year (Fall, Spring, Summer)
- 4 week break in December

#### Entrance Requirements

Students are accepted into the MBA program based on evidence of their aptitude and motivation for graduate business education at Southeastern University, as well as their understanding of basic business functions. Below are the minimum basic requirements; however, admission acceptance is considered given the applicant's entire application package:

- A bachelor's degree from a regionally accredited institution with a cumulative GPA of 3.0 or above. Applicants with a lower GPA may be considered if they proof proficiency on foundational courses (outlined below).
- A sample writing assignment addressing the prompt: Why I want to pursue an MBA at Southeastern University. The essay should address how the MBA will help the student in his or her career and how he or she can integrate Christian faith into his or her profession as a manager. The paper should include the student's full name and be 300-600 words in length.
- Two recommendations: An academic or a professional, and a personal/character, submitted by those providing references.
- Fulfillment of foundational knowledge requirements (see the Foundational Courses and Competencies, below). A determination of any prerequisite requirements will be made at the time of the admissions decision.

Foundational Courses and Competencies for the Flexible MBA  
(9 credit hours – waived with appropriate undergraduate preparation)

In order to ensure student success, three foundational courses are required for students without an undergraduate degree in a business-related field. Students are also expected to be competent in Microsoft Excel prior to beginning MBA course work (Microsoft Excel Basic Certification or equivalent is the recommended minimum).

When these courses are required, admission to the online MBA program may be made on a provisional basis until the courses, or an approved substitute, are completed with a B- grade or higher and prior to enrolling in BUSI 5003, the first MBA level course in the program. The requirement for these courses may also be met by successfully completing assigned brief academic leveling courses at a nominal fee.

- BUSI 2203 - Microeconomics or an assigned online economics academic leveling course.
- BUSI 1013 - Introduction to Accounting and Finance, or BUSI 2233 - Principles of Managerial Accounting, or an assigned online accounting academic leveling course.
- CTIS 2133 Data Management and Analysis - foundational competencies in using Microsoft Excel for MBA course work.

### Provisional admission to the Flexible MBA

- Should an applicant be admitted provisionally with a GPA below a 3.0, he or she is required to earn a B- or higher as prescribed by the MBA Program Director in any remedial/pre-requisite courses prior to taking BUSI 5003 and to transition from provisional admission to regular standing.
- Should an applicant be admitted provisionally due to missing pre-requisites, he or she must complete the missing coursework with a B- or better or earn a score of 80 or better on an appropriate academic leveling course for each missing pre-requisite to transition from provisional admission to regular standing.

### Other policies specific to this program (including any differences from seu-wide)

Students are recommended to have access to a PC that is not a Mac computer for two of the main classes using Data Analysis; MBA Principles & Problem Solving and Decision Making.

### Satisfactory progress

Note: BUSI 5003 is a pre-requisite for all other courses in each track and must be completed with a B- or greater before continuing beyond the first eight weeks. Unless provisional requirements bar concurrent courses, students may take other courses concurrently with BUSI 5003 in their first eight week session.

The minimum grade requirement for all MBA courses is a 'C-'. Students are required to complete the degree program with a cumulative GPA of 3.00 or above upon graduation.

## Prerequisites as Assigned at Admission

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- [BUSI 5050 - MBA ORIENTATION SEMINAR](#) Credits: 0
- [BUSI 5063 - FINANCIAL ACCOUNTING](#) Credits: 3
- [BUSI 5103 - BUSINESS ANALYTICS AND STATISTICS WITH SPREADSHEET APPLICATIONS](#) Credits: 3

## Major Core - 30 Hours

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- [BUSI 5003 - MBA PRINCIPLES](#) Credits: 3
- [BUSI 5113 - MARKETING MANAGEMENT](#) Credits: 3
- [BUSI 5213 - ORGANIZATIONAL BEHAVIOR](#) Credits: 3
- [BUSI 5323 - INFORMATION TECHNOLOGY LEADERSHIP](#) Credits: 3
- [BUSI 5413 - PROBLEM SOLVING & DECISION MAKING](#) Credits: 3
- [BUSI 5503 - ACCOUNTING AND FINANCE](#) Credits: 3
- [BUSI 5436 - BUSINESS STRATEGY AND POLICY](#) Credits: 6
- [SRMT 5203 - RISK MANAGEMENT AND GOVERNANCE IN SPORT](#) Credits: 3
- [SRMT 5543 - INNOVATION DESIGN AND SPORT BRANDING](#) Credits: 3

## Sport Management Concentration - 9 Hours

**Major Elective (select one):**

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- [KINS 6023 - SPORTS, CULTURE, AND SOCIAL JUSTICE](#) Credits: 3
- [SRMT 5303 - FACILITY PLANNING AND MANAGEMENT IN SPORT](#) Credits: 3

**Major Elective (select one):**

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- [KINS 6033 - ATHLETIC ADMINISTRATION](#) Credits: 3
- [SRMT 5103 - FOUNDATIONS OF SPORT INDUSTRY](#) Credits: 3

**Major Elective (select one):**

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- [MNGT 5573 - HUMAN RESOURCE MANAGEMENT](#) Credits: 3
- [BUSI 5333 - GLOBAL BUSINESS MANAGEMENT](#) Credits: 3

**Total Program Hours - 39 Credit Hours**

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NOTE: It is the responsibility of the student to read, review, and fulfill the requirements and total hours of this degree audit for their applicable degree.

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