

SPORT LEADERSHIP AND MANAGEMENT, B.S.

Contact

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Mission

As a UNE Sport Leadership and Management (SLAM) student, your education prepares you for a variety of careers in the \$500 billion global sports industry. The B.S. with a major in Sport Leadership and Management provides you with a comprehensive education by building a solid foundation in the management, financial, marketing, law, and leadership functions of the sport industry, 15 credits towards a minor in Business Administration, and access to a minimum of 400 hours of experiential learning through internships, industry-based guest speakers, site visits, and applied projects. The SLAM program trains students to develop a mastery of the sport industry landscape in an effort to find their place within it and demonstrate critical thinking to address current problems, innovate to create timely solutions, exhibit leadership qualities to inspire colleagues, and exercise both hard and soft skills to expand their roles, improve their organizations, and make the sport industry better overall.

Major Description

- The Sport Leadership and Management major requires successful completion of 11 industry-specific courses (33 credits) that enable students to develop hard and soft skills and engage with contemporary issues, practitioners, and best practices to better position one's self for post-graduate success.
- The Sport Leadership and Management major affords the successful student 15 credits towards a Minor in Business Administration.
- The Sport Leadership and Management major provides students with the opportunity to pursue additional coursework that aligns with their personal and professional goals by enrolling in a variety of pre-established elective courses (six credits). Thus, students can take multiple courses in a variety of areas to continue the development of hard and/or soft skills, including but not limited to data science, graphic design, public speaking, sport media, and, of course, additional internship credits or SLAM travel courses to supplement their major coursework. Or, if students wish, they can allocate six of their general elective credits towards a second major, such as one in the College of Business, or minor, such as the coaching minor.
- The Sport Leadership and Management major requires students to fulfill a minimum of 240 hours, or a maximum of 480 hours, of experiential learning through internships after completing their first year. Internships are established by working with our Internship Coordinator and are uniquely tailored to align with each student's career goals (minimum six credits).

Honors Program

We offer qualified students the option of graduating with Honors. This includes significant research, scholarship or creative activity under the

direction of a faculty member. Interested students should consult with their advisor.

Admissions

See Undergraduate Admissions (<https://catalog.une.edu/undergraduate/admissions/>) for more information.

Transfer Credit

See Undergraduate Admissions (<https://catalog.une.edu/undergraduate/admissions/>) for more information.

Financial Information

Tuition and fees for subsequent years may vary. Other expenses include books and housing. For more tuition and fee information, please consult this catalog's Financial Information (<https://catalog.une.edu/undergraduate/financial-information-undergraduate-programs/>) section.

Curricular Requirements

Code	Title	Hours
Nor'easter Core Requirements		
Nor'easter Core Requirements (https://catalog.une.edu/undergraduate/core-curriculum/)		40
COB Foundation Courses		
BUEC 203	Macroeconomics	3
BUEC 204	Microeconomics	3
BUMG 120	Innovation through Technology	3
Select one of the following:		3
MAT 120	Statistics	
MAT 150	Statistics for Life Sciences	
MAT 151	Statistics for Environmental Sciences	
Other COB Foundation Courses		
BUAC 201	Financial Accounting	3
BUFI 315	Business Finance Concepts and Skills	3
or SLM 250	Sport & Rec. Finance	
BUMG 200	Management	3
BUMG 495	Business Internship	6
BUMG 498	Strategic Management	3
BUMK 200	Marketing	3
or SLM 225	Sport Marketing	
SLM 370	Law/Ethics in Sport/Rec Mgmt.	3
Sport Leadership and Management Major Required Courses		
BUMG 101	Introduction to Business	3
BUMG/SLM 360	Leadership	3
BUMK 405	Sales Management	3
SLM 160	Intro to Sport Leadership & Mgmt	3
SLM 305	Sport and Society	3
SLM 340	Athletic & Sports Admin	3
SLM 355	Sport Venue Planning & Mgt	3
SLM 420	Research Methods	3
SLM 430	Seminar in Sport Leadership & Mgmt	3
Program Specific Electives		6
One Elective Course from the College of Business		3

Open Elective Courses (Students complete open elective credits as necessary to meet the University's 120-credit minimum for graduation. The total number of elective credits required will depend on the student's completed program, core, and other degree requirements.)

Total Hours **120**

Program Specific Electives

Code	Title	Hours
ART 230	Graphic Design	3
ATC 306	Psychology of Sport & Exercise	3
CMM 216	Sports Field Production	3
CMM 415	Sports Reporting and Writing	3
EXS 205	Sport Youth Physiology	3
SPC 100	Effective Public Speaking	3
Any Applied Mathematics course:		3-4
MAT 190	Calculus I (or above)	3
Any College of Business course ¹		3
Any Data Science course		3
Any SLM Course ²		1-6

¹ Course cannot be used towards a Business Minor.

² Course cannot be used towards major. SLM options can include an additional internship.

Please note: While some courses can fulfill both core and program requirements, the credits earned do not count twice towards the minimum total required credits for the degree.

Internship Experiences (Six Credits Required at Minimum)

Each of our Sport Leadership and Management majors is required to complete at least 240 contact hours, or six credits, at approved internship sites upon attaining sophomore standing, which is after completing their first year. They may, however, complete up to 480 hours, or 12 credits, if they wish. The internship experience is a primary requirement for degree completion.

The internship experiences allow our Sport Leadership and Management majors to gain pre-professional experience and is designed to enhance their development of knowledge, skills, and abilities to succeed in the sport industry.

Common internship experiences include one or more of the following "hands-on" activities:

- Customer interaction and personnel supervision
- Observation and participation in program planning/leadership.
- Observe/research/analyze current activities and future trends in the industry
- Involving the student intern, when appropriate, in management meetings and communications
- A "capstone" experience, e.g., marketing plan, fundraising project, special event promotion, etc.; professional presentation, or research/case study in a sport management or outdoor recreation discipline.

8 Affiliated Internships Sites in Sport Leadership and Management

Experiences in sport marketing, sport event planning and delivery, athletic administration, coaching, sports information, and sport venue management:

- American Red Cross (Portland, ME)
- Antrim Recreation Department (Antrim, NH)
- Atlanta Hawks (NBA) (Atlanta, GA)
- Atlantic Pool and Billiards (Biddeford, ME)
- Baltimore Ravens (NFL) (Baltimore, MD)
- Bath Country Club (Bath, ME)
- Berwick Academy (South Berwick, ME)
- Bethel Inn Resort and Country Club (Bethel, ME)
- Biddeford High School Athletics (Biddeford, ME)
- Biddeford Parks and Recreation Department (Biddeford, ME)
- Brewster Sports Center (Brewster, NY)
- Burlington Free Press (Burlington, VT)
- Cal Ripken, Jr.'s Ripken Baseball (Massachusetts)
- Camp Pontiac (Glen Head, NY)
- Camp Sunshine (Casco, ME)
- Cape Arundel Golf Course (Kennebunkport, ME)
- CCBA Summer Basketball League (Lebanon, NH)
- Cedar Rapids Kernels Baseball (Cedar Rapids, IA)
- Charlotte Bobcats Basketball (Charlotte, NC)
- Complete Athlete (Derry, NH)
- Concord Recreation Center (Concord, MA)
- Dan Duquette Sports Academy (Western MA)
- Derry Sports Zone (Derry, NH)
- Dove Springs Recreation Center (Austin, TX)
- Dover Recreation Department (Dover, NH)
- Fitness by Favara (Portsmouth, NH)
- Glens Falls Golden Eagles Baseball (Glens Falls, NY)
- Greater Nashua YMCA (Merrimack Branch, Nashua Branch, and Camp Sargent, NH)
- IMG Athletics (Bradenton, FL)
- Keene Swamp Bats (Keene, NH)
- Kennebunk High School Athletics (Kennebunk, ME)
- Maine Adaptive Sports and Recreation (Bethel, ME)
- Maine Mammoths Football (Portland, ME)
- Maine Mariners Hockey (Portland, ME) Maine Senior Games (Kennebunk, ME)
- Maine Special Olympics (Portland Area, ME)
- Maine Sports Commission (Augusta, ME)
- Manchester Monarchs (Manchester, NH)
- Massalonskee High School Athletics (Oakland, ME)
- MBNation (Saco, ME)
- Mid Cape Racquet and Health Club (South Yarmouth, MA)
- Nantucket Country Club (Nantucket, MA)
- Northern York County YMCA (Biddeford, ME)
- Oakland Maine Recreation Department (Oakland, ME)
- Oakley (Freeport, ME)
- Old Orchard Beach High School Athletics (Old Orchard Beach, ME)

- Portland Athletic Club (Portland, ME)
- Portland Ice Arena (Portland, ME)
- Portland Red Claws Basketball (Portland, ME)
- Portland Sea Dogs Baseball (Portland, ME)
- Portsmouth Country Club (Portsmouth, NH)
- Princeton Men's Basketball (Division I) (Princeton, NJ)
- Pure Hockey (Franklin, MA)
- Resort Sports Network (RSN) (Portland & Sunday River, ME)
- Rosewood Recreation Center (Austin, TX)
- Saco Parks & Recreation Department (Saco, ME)
- Saco Sports and Fitness (Saco, ME)
- Scarborough High School Athletics (Scarborough, ME)
- Shamrock Sports and Entertainment (Portland, ME)
- South Shore Baseball Club (Hingham, MA)
- Southern Maine Community College (South Portland, ME)
- Sports Authority (South Portland, ME)
- Sugarloaf (Carrabassett Valley, ME)
- Team Central Lacrosse (Northboro, MA)
- Thornton Academy Athletics (Saco, ME)
- University of New England, Department of Athletics (Biddeford, ME)
- University of New Hampshire (Durham, NH)
- University of Southern Maine, Department of Athletics (Gorham, ME)
- USSA Major League Soccer (Saco & Portland, ME)
- Vermont Sun Sports and Fitness (Middlebury, VT)
- Windham Parks and Recreation Department (Windham, ME)
- XL Sports World (Saco, ME)
- Lead sport decisions and policies aligned with strategy, operations, and stakeholders.
- Analyze SLAM issues using foundational theory (sport history, sociology, management, marketing, law, finance, economics) and evidence (data, research, technology).
- Manage sport operations (scheduling, budgeting, risk, staffing, fan experience) to deliver reliable, measurable results.

Academic and Technical Standards

Students will be retained within the Sport Leadership and Management major provided the following criteria are maintained throughout the undergraduate experience:

- Grade point of 2.0 (C) in all courses required in the Sport Leadership and Management major (11 courses).
- Grade point of 2.0 (C) in each Sport Leadership and Management major elective course (two courses).
- Grade point of 2.0 (C) in each course required/chosen for the Business Minor (five courses).
- Grade point of 2.0 (C) in the required Sport Leadership and Management or internship credits (the minimum of six credits, maximum of 12 credits, can be divided into one or more course experiences).
- Students who receive a grade point below 2.0 (C) in any of the above courses will be required to repeat the course and earn a grade point of 2.0 (C) or higher before the degree is completed. A course may be repeated only once.

Learning Outcomes

- Apply data-driven technologies and business principles to solve business challenges.
- Evaluate ethical frameworks to make responsible business decisions.
- Demonstrate effective teamwork characterized by professionalism and accountability.
- Present sustainable business solutions that integrate global awareness and social responsibility.