

## B.S. Sports and Fitness Management

2020-21

### WEBSITE

<https://www.swau.edu/kinesiology>

### DEPARTMENT PERSONNEL

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The mission of Southwestern Adventist University's Department of Kinesiology is to promote lifetime physical activity and a healthy lifestyle for all students at the university; it further seeks to prepare kinesiology majors for a variety of careers by fostering the knowledge and skills needed to be successful in the field. All this is done in a Christ-centered environment shaped by Seventh-day Adventist and Christian values. In addition, the Kinesiology department focuses on the development of the whole student. The integration of the physical, mental, and spiritual powers within the curriculum, instruction, and activity is paramount to the program. We seek to prepare students for success in their chosen professional careers by developing critical thinking, communication, and analytical skills. Of special concern is the development of an understanding and respect for God's amazing creation, the human body.

### Job Market

Graduates work in sport-related industries, including sporting leagues; collegiate and high school sports; recreational and wellness facilities; not-for-profit organizations; professional sports associations; sports management and marketing firms; and event operations. Career options include player operations, retail/licensing, ticket operations and sales, facility operations, and general management.

### Job Outlook

A continued interest in sports and recreation and a growth in the overall population are expected to increase the need for sports and fitness management professionals

### Earnings

Salary varies greatly by location and employer.

Many sports and fitness managers have to start with an internship with the organization and work their way up to managing. Often experience within the sport is a big help, as many former athletes go on to manage after their playing days are through. There are some colleges that offer master's degrees in sports management and this is obviously a large advantage in getting a job. To become a sports and fitness manager it is important to have a good business sense and the ability to communicate and negotiate in serious discussions about big issues.



## Kinesiology Core Curriculum

| Item #   | Title                                    | Credits |
|----------|--|---------|
| KINT 110 | Fundamentals of Kinesiology              | 3       |
| KINT 201 | Introduction to Kinesiology Research     | 1       |
| KINT 241 | Care and Prevention of Athletic Injuries | 3       |
| KINT 310 | Motor Learning                           | 3       |
| KINT 321 | Exercise Physiology                      | 3       |
| KINT 331 | Biomechanics                             | 3       |
| KINT 490 | Senior Seminar (Capstone/Portfolio)      | 1       |
|          | Sub-Total Credits                        | 17      |

## Required Cognates:

| Item #   | Title                                      | Credits |
|----------|--|---------|
| ACCT 211 | Accounting Principles I                    | 3       |
| BIOL 101 | Anatomy & Physiology I                     | 4       |
| BIOL 102 | Anatomy & Physiology II                    | 4       |
| BUAD 301 | Principles of Management                   | 3       |
| BUAD 372 | Human Resources Management                 | 3       |
| BUAD 472 | Business Policies and Strategies           | 3       |
|          | ECON 211 or ECON 212                       | 3       |
|          | Business Finance                           | 3       |
|          | Introduction to Probability and Statistics | 3       |
|          | Principles of Marketing                    | 3       |
|          | Sub-Total Credits                          | 32      |

## Kinesiology Courses:

| Item #   | Title   | Credits |
|----------|---|---------|
| KINA 115 | Resistance Training                               | 1       |
| KINT 252 | ACSM Certified Personal Trainer                   | 3       |
| KINT 354 | NSCA Certified Strength & Conditioning Specialist | 3       |
| KINT 450 | Administration of Kinesiology                     | 3       |
| KINT 452 | ACSM Certified Health & Fitness Specialist        | 3       |
| KINT 485 | Sports and Fitness Management Internship          | 6       |
|          | Sub-Total Credits                                 | 19      |

## Sample 4 Year Curriculum

### General Education Requirements

To view general education requirements for this major please visit: <https://catalog.swau.edu/core-curriculum-for-a-bachelors-degree>

### First Year First Semester

| Item #   | Title                       | Credits |
|----------|-----------------------------|---------|
| BIOL 101 | Anatomy & Physiology I      | 4       |
| ENGL 121 | Freshman Composition        | 3       |
| KINT 110 | Fundamentals of Kinesiology | 3       |
| MATH 110 | College Algebra             | 3       |
| UNIV 111 | Wellness for Life           | 2       |
|          | Sub-Total Credits           | 15      |

### First Year Second Semester

| Item #   | Title                                     | Credits |
|----------|---|---------|
| BIOL 102 | Anatomy & Physiology II                   | 4       |
|          | Computer Applications GE Curriculum Guide | 3       |
|          | Fine Arts GE Curriculum Guide             | 3       |
|          | History GE Curriculum Guide               | 3       |
|          | Religion GE Curriculum Guide              | 3       |
|          | Sub-Total Credits                         | 16      |

### Second Year First Semester

| Item #   | Title                                    | Credits |
|----------|--|---------|
| ACCT 211 | Accounting Principles I                  | 3       |
| ENGL 220 | Research Writing                         | 3       |
| KINT 241 | Care and Prevention of Athletic Injuries | 3       |
|          | Kinesiology GE Curriculum Guide          | 1       |
| PSYC 220 | Human Growth and Development             | 3       |
|          | Religion GE Curriculum Guide             | 3       |
|          | Sub-Total Credits                        | 16      |

### Second Year Second Semester

| Item #   | Title                                      | Credits |
|----------|--|---------|
| COMM 115 | Discussion Techniques                      | 3       |
| ECON 212 | Microeconomics                             | 3       |
|          | History GE Curriculum Guide                | 3       |
| KINT 201 | Introduction to Kinesiology Research       | 1       |
| MATH 141 | Introduction to Probability and Statistics | 3       |
|          | Religion GE Curriculum Guide               | 3       |
|          | Sub-Total Credits                          | 16      |

### Third Year First Semester

| Item #   | Title                           | Credits |
|----------|---------------------------------|---------|
| BUAD 301 | Principles of Management        | 3       |
| BUAD 321 | Business Finance                | 3       |
| KINA 115 | Resistance Training             | 1       |
| KINT 252 | ACSM Certified Personal Trainer | 3       |
| KINT 310 | Motor Learning                  | 3       |
| KINT 450 | Administration of Kinesiology   | 3       |
|          | Sub-Total Credits               | 16      |

### Third Year Second Semester

| Item #   | Title                                      | Credits |
|----------|--|---------|
| KINT 331 | Biomechanics                               | 3       |
| KINT 452 | ACSM Certified Health & Fitness Specialist | 3       |
|          | Literature GE Curriculum Guide             | 3       |
| PHYS 114 | Physical Science                           | 4       |
|          | Religion GE Curriculum Guide               | 3       |
|          | Sub-Total Credits                          | 16      |

### Fourth Year First Semester

| Item #   | Title                      | Credits |
|----------|----------------------------|---------|
| BUAD 372 | Human Resources Management | 3       |
|          | Electives for 120          | 3       |
| KINT 321 | Exercise Physiology        | 3       |
| MKTG 343 | Principles of Marketing    | 3       |
|          | Sub-Total Credits          | 12      |

### Fourth Year Second Semester

| Item #   | Title   | Credits |
|----------|---|---------|
| BUAD 472 | Business Policies and Strategies                  | 3       |
| KINT 485 | Sports and Fitness Management Internship          | 6       |
| KINT 490 | Senior Seminar (Capstone/Portfolio)               | 1       |
| KINT 354 | NSCA Certified Strength & Conditioning Specialist | 3       |
|          | Sub-Total Credits                                 | 13      |

June 2020

Southwestern Adventist University—Office of Academic Administration