

B.S. Sports and Fitness Management

2023-24

WEBSITE

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

DEPARTMENT PERSONNEL

Chair

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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.

Education Qualifications

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			Required Cognates:		
Item #	Title	Credits	Item #	Title	Credits
KINT 110	Fundamentals of Kinesiology	3	ACCT 211	Accounting Principles I	3
KINT 201	Introduction to Kinesiology Research	1	BIOL 101	Anatomy & Physiology I	4
KINT 241	Care and Prevention of Athletic Injuries	3	BIOL 102	Anatomy & Physiology II	4
KINT 310	Motor Learning	3	BUAD 301	Principles of Management	3
KINT 321	Exercise Physiology	3	BUAD 372	Human Resources Management	3
KINT 331	Biomechanics	3	BUAD 472	Business Policies and Strategies	3
KINT 420	Adapted Physical Activity, Sports, & Exercise Assessment	3	ECON 211 or ECON 212	ECON 211 or ECON 212	3
KINT 490	Senior Seminar (Capstone/Portfolio)	1	FNCE 321	Business Finance	3
	Sub-Total Credits	20	MATH 141	Introduction to Probability and Statistics	3
			MKTG 343	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			First Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
BIOL 101	Anatomy & Physiology I	4	BIOL 102	Anatomy & Physiology II	4
ENGL 121	Freshman Composition	3		Fine Arts GE Requirement	3
KINT 110	Fundamentals of Kinesiology	3		History GE Requirement	3
MATH 110	College Algebra	3		Religion GE Requirement	3
UNIV 111	Wellness for Life	2		Sub-Total Credits	13
	Sub-Total Credits	15			

Second Year First Semester			Second Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
ACCT 211	Accounting Principles I	3	COMM 115	Group Communication	3
	History GE Requirement	3	ECON 212	Microeconomics	3
KINT 241	Care and Prevention of Athletic Injuries	3	ENGL 220	Research Writing	3
	Kinesiology GE Requirement	1	KINT 201	Introduction to Kinesiology Research	1
PSYC 220	Human Growth & Development	3	MATH 141	Introduction to Probability and Statistics	3
	Religion GE Requirement	3		Religion GE Requirement	3
	Sub-Total Credits	16		Sub-Total Credits	16

Third Year First Semester			Third Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
BUAD 301	Principles of Management	3	KINT 331	Biomechanics	3
BUAD 321	Business Finance	3	KINT 452	ACSM Certified Health & Fitness Specialist	3
KINA 115	Resistance Training	1		Literature GE Requirement	3
KINT 252	ACSM Certified Personal Trainer	3	PHYS 114	Physical Science	4
KINT 310	Motor Learning	3		Religion GE Requirement	3
KINT 450	Administration of Kinesiology	3		Sub-Total Credits	16
	Sub-Total Credits	16			

Fourth Year First Semester			Fourth Year Second Semester		
Item #	Title	Credits	Item #	Title	Credits
BUAD 372	Human Resources Management	3	BUAD 472	Business Policies and Strategies	3
	Elective Course for 120	3	KINT 485	Sports and Fitness Management Internship	6
FNCE 321	Business Finance	3	KINT 490	Senior Seminar (Capstone/Portfolio)	1
KINT 420	Adapted Physical Activity, Sports, & Exercise Assessment	3	KINT 354	NSCA Certified Strength & Conditioning Specialist	3
MKTG 343	Principles of Marketing	3		Sub-Total Credits	13
	Sub-Total Credits	15			