



Bachelor of Science in Sports Leadership and Management

COLLEGE OF LEADERSHIP AND PROFESSIONAL STUDIES

100% ONLINE

120 CREDIT HOURS



Admission Requirements:

- Complete the online program application accompanied by a non-refundable processing fee.
- Submit official high school with a minimum 2.5 GPA and/or college transcripts with a minimum 2.0 GPA.
- Students are not required to submit ACT or SAT test scores.

Cost:

- Per Credit: \$395
- Per Course: \$1,185
- Total Tuition: \$47,400
- Total Tuition + Fees: \$53,600

Timeline: 3.5 Years

Job Outlook in Texas:

23,989 Jobs

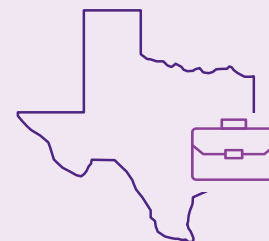
in 2025*

+3.1%

Employment Growth (2024-2025)

\$42,900 *per year*

Median Earnings



*Filtered by the proportion of the national workforce in these occupations with a Bachelor's degree. Source Lightcast 2026.



Major Requirements:

SPLD 201: Introduction to Sports Leadership

The course provides students with a foundational understanding of leadership principles in the sports industry. Through discussions on leadership theory, ethics, communication, and team dynamics, students will explore how effective leadership impacts athletic organizations and teams.

SPLD 221: Introduction to Sports Management

This course provides an overview of the key principles and practices involved in managing sports organizations and events. Students will explore topics such as leadership, marketing, finance, operations, and ethics within the sports industry. This course equips students with foundational knowledge and practical insights to prepare for careers in sports business, administration, and leadership.

SPLD 231: Sports Facility and Event Management

Students will be provided an in-depth look at the planning, operation, and management of sports venues and events. Students will explore key topics such as facility design, risk management, event logistics, and fan experience.

SPLD 241 Sports Communication

This course explores the essential principles of communication in the sports industry, including media relations, public relations, and digital media strategies. Students will examine the role of storytelling, crisis communication, and brand management in engaging audiences and shaping public perception.

SPLD 331: Sports Law and Ethics

This course examines the ethical dilemmas and legal challenges facing athletes, coaches, and sports organizations. Students will explore topics such as contracts, liability, compliance, and ethical decision-making in sports leadership.

SPLD 363: Sports Analytics

This course explores the use of data and statistical analysis to enhance decision-making in sports. Students will examine performance metrics, team strategy, fan engagement, and business operations through data-driven approaches.

SPLD 491: Sports Leadership and Management Capstone (writing intensive)

Students will engage in critical thinking, strategic decision making, and professional writing to develop comprehensive solutions for contemporary issues in the sports industry. This course prepares graduates to articulate their leadership philosophy, refine their communication skills, and apply best practices in sports management.

ACTO 210: Financial Accounting

Introduction to financial accounting. Emphasis given to corporate financial statements, their preparation, and their use in decision making by persons outside the organization. Incorporates identifying, analyzing, measuring, recording and communication of financial information.

PSYO 12; Introduction to Psychology

A comprehensive survey of the science of mental processes and human behavior.

MGMO: 330 Management and Organizational Behavior

An introduction to the process of managing and working effectively with people. Emphasis is given to clarifying and sharpening management values, knowledge, and skills with special focus on decision making, leadership, ethics, and quality.

MGMO 335: Leadership in Organizations

The study, comparison, and contrast of leadership traits, leaders, and leadership strategies.

MKTG 320: Principles of Marketing

Overview of the marketing functions, marketing concept, marketing research, marketing ethics, market segmentation, target marketing, product, price, promotion and distribution strategies.

LEAD 211: Theories and Practices in Effective Leadership

Introduces students to the principal foundations of leadership. Students examine classical and contemporary theories that have and continue to influence the professional workforce. Students use personal and professional experiences to reflect how leadership theories shape the dynamics of a working environment.

LEAD 214: Self-Assessment in Leadership

Provides an introduction to how motivation and resiliency guide leadership development. Students learn how personal attributes potentially influence individual leadership styles. Students reflect on how their personal vocation and calling can potentially shape self-leadership skills.

LEAD 411: Decision Making in Organizations

This course provides an introductory-level analysis of individual and organizational-level decision making. Students will learn how to engage skills to assist employees in the navigation of organizational change.

Choose 3 hours from the following options:

LEAD, MGMO, PSYO, SOCO, COMO

Electives

21 hours of electives.

General Education/University Requirements

56 hours of general education and university requirements are needed to fulfill this degree, including 9-15 hours of Bible courses. Specific courses will be determined based on a student's incoming transfer credits.