

Interested in a career working with athletes, sports facilities and events or community sport programming?



## Diploma in Sport Management *...facilitating sport for all*

**Camosun College's Centre for Sport and Exercise Education offers an exciting new program in Sport Management starting September 2007.**

This innovative two-year diploma program prepares students for a variety of exciting entry-level jobs in the sport industry ranging from event, team and organization management to facilities, program, sales and service management.

### What you learn

The curriculum focuses on the art and science of sport, human dynamics and the fundamentals of sport management and business.

Incorporating the core values of excellence and entrepreneurship, the program is activity-based, challenging and fun, fostering and encouraging healthy lifestyles and wellness practices through sport.

The inclusion of skill acquisition and development of motor skills rounds out this program, making it ideal for individuals with a passion for sport and a desire to **facilitate health and wellness in society through athletic excellence, mass participation and performance enhancement of sport.**

### Courses

#### Year 1 – 1st Semester (Fall)

SPMA 100	Sport Leadership Level 1
SPEX 150	Introduction to Sport Mgmt
SPEX 110	Fitness for Life
SPEX 120	Kinesiology
ENGL 150	English Composition

#### Year 1 – 2nd Semester (Winter)

SPEX 140	Org of Sport in Canada
SPMA 170	Sport Technology
SPEX 130	Individual Sports Level 1
HIST 252	History of Sport
SPEX 160	Sport Mktg & Promotions

#### Year 2 – 1st Semester (Fall)

PSYC 160	Sport & Exercise Psychology 1
ACCT 110	Financial Accounting 1
SPEX 230	Team Sports Level 1
BUS 130	Business Communications
SPMA 200	Behavior in Sport Orgs

#### Year 2 – 2nd Semester (Winter)

SPEX 250	Instr. Design & Prog. Planning
SPMA 250	Partnership/Stakeholder Mgmt
SPEX 230	Life Cycle Sports
SPEX 270	Cultural Aspects of Sport
SPMA 260	Sport Event Management
COOP 100	Workplace Education Prep

#### Year 2 – 3rd /4th Semester (Spring/Summer)

SPMA 201	Sport Management Internship
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# DIPLOMA IN SPORT MANAGEMENT

## Program admission requirements:

- Submit proof of letter grade of C+ or higher in English 12; or C in ENGL 140; or C in ENGL 092 and 094; or assessment
- Submit proof of letter grade of C+ in Math 11 or Math 072 and 073 or assessment
- Submit proof of letter grade of B in Physical Education 11/CR 12 or assessment by Department

## Program participation requirements:

- An optimal level of personal fitness is expected throughout the program.
- A minimum Grade Point Average (GPA) of 3.0 is expected in each academic term.
- Students will undertake a lifestyle questionnaire and a health-related assessment.

- CPR and First Aid certifications are mandatory for the “practical” part of the program (Opportunity will be provided to obtain CPR and Emergency First Aid prior to the sport courses.)
- Students can expect field-based instruction in a variety of environmental conditions

## The time is right!

Sport Management graduates will be initiators, promoters and coordinators of community-based and world-class sport programs and events.

Graduates will also develop the knowledge, skills, abilities and attitudes to facilitate health and wellness values among individuals and groups. It is expected students

will obtain external certifications from two sport or fitness licensing programs.

Career opportunities include positions in:

- sport associations and organizations
- sport leagues
- professional sports
- media and broadcasting
- sport tourism
- winter resort management
- sporting goods sales and services
- YMYWCA and municipal sport programs
- high school sports
- college athletics

## Centre for Sport and Exercise Education

The Pacific Sport Institute, Camosun College's and PacificSport's centre of athletic and academic excellence and community partnership, is scheduled to be completed by Summer 2008. The Institute calls for programs strongly connected to the pursuit of athletic excellence, and yet of equal importance, responsive to the national health agenda and needs of our community.

Camosun College's Centre for Sport and Exercise Education will reside within the Pacific Sport Institute and will offer integrated, interactive and flexible academic programs.

## CONTACT INFORMATION

### Information & Registration

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4461 Interurban Road  
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- Lansdowne Campus  
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### Director of Sport Education

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### Chair of Sport Management

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