

ENTERTAINMENT, EVENTS, AND SPORTS MANAGEMENT B.S. IN BUSINESS ADMINISTRATION

The Entertainment, Event, and Sport Management (EESM) program is an interdisciplinary degree program grounded in a comprehensive, business-focused foundation. The program focuses on the future and evolution of entertainment, event, and sport management. Students in this program will gain real-world experience from industry experts. The program emphasizes employability through inclusive community engagement and ethical technology and business practices. Students, excellence, and innovation are the guiding priorities of this program.

General Degree Requirements

To earn a baccalaureate degree, all students must complete successfully, in addition to any other requirements, the University of Montana General Education Requirements. Please refer to the General Education Requirements page (<https://catalog.umat.edu/academics/general-education-requirements/>) for more information.

Additional requirements for graduation can be found on the Degree/Certificate Requirements for Graduation page (<https://catalog.umat.edu/academics/graduation-requirements/>).

Unless otherwise noted in individual program requirements, a minimum grade point average of 2.00 in all work attempted at the University of Montana-Missoula is required for graduation. Please see the Academic Policies and Procedures page (<https://catalog.umat.edu/academics/policies-procedures/>) for information on how your GPA is calculated.

Courses taken to satisfy the requirements of a major, minor, or certificate program must be completed with a grade of C- or better unless a higher grade is noted in the program requirements.

Bachelor of Science in Business Administration - Entertainment, Events, and Sports Management

- At least 54 credits must be earned in business classes (ECNS, College of Business internship courses, and College of business faculty-led study abroad courses may be counted as business Classes). A minimum GPA of 2.0 is required in these courses.
- At least 27 credits in business courses must be taken at UM.
- All business credits transferred in after matriculating to UM must be pre-approved by the department chair in your major.

Course Requirements

Code	Title	Hours
Primary Lower Core		
Complete all of the following courses:		
ACTG 201	Principles of Financial Accounting	3
ACTG 202	Principles of Managerial Accounting	3
BGEN 105S	Introduction to Business	3
BGEN 222	Business Models and Operations	3

BMIS 270	MIS Foundations for Business	3
ECNS 201S	Principles of Microeconomics	3

Mathematics Requirement

Complete one of the following courses: 3-4

M 115	Probability and Linear Mathematics	
M 121	College Algebra	
M 151	Precalculus	
M 162	Applied Calculus	

Statistics Requirement ¹

Complete one of the following courses: 3-4

FORS 201	Forest Biometrics	
PSYX 222	Psychological Statistics	
SOCI 202	Social Statistics	
STAT 216	Introduction to Statistics	

Secondary Lower Core Courses ²

Complete all of the following courses:

BGEN 220E	Business Ethics and Social Responsibility (Students must complete this course with a C- or better prior to taking the capstone, though earlier completion is strongly encouraged.)	3
COMX 111A	Introduction to Public Speaking (Students must complete this course with a C- or better prior to taking the capstone, though earlier completion is strongly encouraged.)	3

ECNS 202S	Principles of Macroeconomics	3
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Upper Major Core Courses ³

Complete all of the following courses:

BFIN 322	Business Finance	3
BGEN 341	People, Process and Technology I	3
BGEN 342	People, Process and Technology II	3
BGEN 361	Principles of Business Law	3
BMKT 325	Principles of Marketing	3

Capstone and Writing in the Disciplines Requirement ⁴

Complete the following course:

BGEN 499	Strategic Management	3
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Entertainment, Events, and Sports Management Required Courses

Complete all of the following courses:

BGEN 310	Professional Sales, Relationship Management & Business Development	3
BMGT 301	Entertainment & Sport Facility Management	3
BMGT 401	Entertainment and Sports Event Management	3
BMGT 402	Principles of Entertainment & Sport Business	3
BMGT 403	Advanced Topics in Entertainment & Sport Business	3
BMIS 326	Introduction to Data Analytics	3

Entertainment, Events, and Sports Management Electives

Complete 6 credits of the following courses: 6

BMGT 444	Leading Teams & Conflict Management	
BMGT 498	Internship	

BMIS 372	Enterprise Systems & Emerging Technologies
BMKT 337	Consumer Behavior
BMKT 413	Sports Marketing
BMKT 420	Integrated Online Marketing
BMKT 440	Marketing Analytics
COA 405	Advanced Concepts in Coaching
COMX 351	Principles of Public Relations
COMX 424	Risk, Crisis, and Communication
ECNS 325	Economics of Sports
MART 436	Producing
PTRM 380	Recreation Administration & Leadership

Total Hours **75-77**

¹ This is a primary lower core requirement. The College of Business requires that credit be earned for STAT 216 (preferred) or one of the other statistics courses below with a C- or better prior to being admitted into an upper-division College of Business major.

² All courses must be completed with a C- or better to satisfy prerequisites for certain major, upper major core, or capstone courses. Students are advised to complete these courses prior to being admitted to an upper-division Business Major. Prerequisites are strictly enforced.

³ All upper major core courses must be completed before the capstone can be taken. A student must be listed as a major or minor in business to take these courses. Major or minor in business is defined as junior standing with all primary lower core courses completed, a 2.0 cumulative GPA, and formal admission to the major or minor.

⁴ Students must complete all primary and secondary lower core and upper core courses and their prerequisites and have an approved graduation application to register for their capstones. Students must pass the required comprehensive exam as well as all requisite coursework to earn a passing grade in BGEN 499.