



JAMES MADISON UNIVERSITY

Sport & Recreation Management Program

Course Offerings



School of Hospitality, Sport &
Recreation Management
MSC 2305
Godwin Hall
Harrisonburg, VA 22807



School of Hospitality, Sport &
Recreation Management

About the School

Curriculum

Careers in SRM

MISSION

To develop a community of learners through quality education that integrates theory, practice, and personal growth in the Hospitality, Sport and Recreation industries.

VALUES

It is central to our mission to prepare leaders who embrace the worldwide nature of our industries with an emphasis on social responsibility. We value innovation, inspiration and individual integrity. We seek to foster an environment that is learning-centered and conducive to the success of our students.

FACULTY

The majority of faculty members in the School of Hospitality, Sport & Recreation Management (SHSRM) hold terminal degrees and all have prior industry experience within their field. They are inspired teachers within the classroom. SHSRM faculty are active in the discovery of new knowledge in their fields of study producing research in national and international journals. In addition, faculty are active in service to their professional field, university, program, department and community.

FRESHMAN YEAR

SRM/HM 201: Foundations of HSRM (3 CR)
SRM/HM 202: Foundations of Leadership (3 CR)
SRM/HM 203: Foundations of Ethics & Law (3 CR)
General Education (21 CR)

SOPHOMORE YEAR

SRM 241: Introduction to SRM (3 CR)
SRM 242: Sociology & Psychology of SRM (3 CR)
ACTG 244: Accounting, Non-Business Majors (3 CR)
COB 204: Computer Information Systems (3 CR)
ECON 201: Principles of Economics, Micro (3 CR)
Scientific Literacy (3 CR)
Quantitative Requirement (3 CR)
General Education (8-9 CR)

JUNIOR YEAR

SRM 333: Management in SRM (3 CR)
SRM 334: Sport Communication (3 CR)
SRM 335: Current Issues in SRM (3 CR)
SRM 382: Practicum in SRM (3 CR)
FIN 345: Finance for Non-Finance Majors (3 CR)
MGT 305: Management & Org Behavior (3 CR)
MKTG 380: Principles of Marketing (3 CR)
General Education (9 CR)

SENIOR YEAR

SRM 434: Ethical & Legal Issues in SRM (3 CR)
SRM 435: Sport Marketing & Sales (3 CR)
SRM 436: Facilities & Events in SRM (3 CR)
SRM 437: Programming & Assessment (3CR)
SRM 482: Internship in SRM (6 CR)
Electives (9 CR)
General Education (3 CR)

TYPES OF ORGANIZATIONS

- ◆ Amateur Sport Organizations (e.g., AAU, Little League)
- ◆ Broadcasting (e.g., ESPN)
- ◆ Professional Sport Franchises (e.g., Washington Redskins, Frederick Keys)
- ◆ Campus Recreation Programs (e.g., UREC)
- ◆ Intercollegiate Athletic Programs (e.g., JMU Athletics)
- ◆ Interscholastic Sports (e.g., high school athletics director)
- ◆ Nonprofit Sport Organizations (e.g., YMCA, Special Olympics)
- ◆ Parks & Recreation Departments (e.g., Harrisonburg Parks & Rec)
- ◆ Sport Agencies (IMG, Octagon)
- ◆ Sports Commissions (e.g., Greater Washington Sports Alliance)
- ◆ Sport Conferences (e.g., ACC, CAA).
- ◆ Sport Governing Bodies (e.g., NCAA, IOC, USA Swimming)

FUNCTIONAL AREAS

- ◆ Athlete representation
- ◆ Coaching
- ◆ Communications
- ◆ Events
- ◆ Finance & Accounting
- ◆ Law
- ◆ Management
- ◆ Marketing
- ◆ Programming
- ◆ Public Relations