



Northwood University

Semester Curriculum Guide

ESPM (Sport Management Track)

FRESHMAN YEAR

MGT 2300 Principles of Management	3	MKT 2080 Principles of Marketing	3
ENG 1150 Composition I	3	ENG 1200 Composition II	3
		MTH 1100 Finite Math OR	
MIS 1050 Basic Computer Applications	3	MTH 1150 College Algebra	3
ECN 2210 Principles of Microeconomics	3	ECN 2220 Principles of Macroeconomics	3
ESM 1010 Introduction to Sport & Ent. Mgt.	3	ESM 1030 Sp. & Ent. Comm. & P.R.	3
FDN 1100 First Year Seminar I	1	FDN 1200 First Year Seminar II	1
EXF	1		
	17		16 33

SOPHOMORE YEAR

ACC 2410 Fundamentals of Financial Accounting	3	ACC 2415 Fundamentals of Managerial Acc.	3
HIS 2100 Foundations of Modern World I	3	HIS 2150 Foundations of Modern World II	3
MTH 2310 Statistics I	3	SPC 2050 Speech	3
PSC 2010 Intro to American Government	3	NSC 2100 Environmental Science	3
ESM 2010 Sociology of Sport & Entertainment	3	ESM 2050 Sp. & Ent. Facility & Event Mgt.	3
	15		15 30

ESM 2040 Practicum (recommended) 1 1

JUNIOR YEAR

FIN 3010 Financial Management	3	3000/4000 Elective	3
LAW 3000 Business Law	3	3000/4000 Business Core Elective	3
3000/4000 NSC or MTH Elective	3	3000/4000 PSY or SOC Elective	3
3000/4000 HUM Elective (HUM, ART, LIT)	3	PHL 3100 Ethics	3
ESM 3010 Sport & Entertainment Marketing	3	ESM 3300 Sp. & Ent. Spon. & Fundraising	3
EXF	1	MGT 340/SPC 440	1
	16		16 32
		ESM 3040 Practicum II (required)	1
		ESM 3990 Internship (required)	3 3

SENIOR YEAR

MGT 4250 Organizational Behavior	3	MGT 4800 Strategic Planning	3
ENG 4010 Communication & Interpersonal Relations or Adv. Studies in Eng or Lang Elective	3	Global Understanding Elective	3
PHL 4100 Philosophy of American Enterprise	3	Civic Literacy Elective	3
ESM 4020 Sport & Entertainment Economics	3	ESM 4100 Sp. & Ent. Ethics & Leadership	3
ESM 4040 Governance & Legal Aspects of Sp. & Ent.	3	ESM 4300 Senior Seminar in Sp. & Ent.	3
	15		15 30

SEMESTER HOURS TO GRADUATE 129