



Bachelor of Science (BS) in Recreation & Sport Management
RESM Proposed Curriculum (44 CH) – CORE SUMMARY

Recreation & Sport Management faculty at the University of Arkansas reviewed and updated the undergraduate curriculum this year. Our goal is to prepare our students to be competitive for a ***variety of entry-level roles*** in the recreation and sport industry upon graduation.

Below is our proposed curriculum, following multiple discussions by faculty and based on feedback and insights from a variety of stakeholders (focused on the core competencies of *communication, critical thinking, experiential, and industry relevance*). In addition to the courses below, students would be required to complete the State Minimum Core (35 CH), and General Electives (41 CH, at least 7 credits at the 3000/4000-level) which *could* include RESM electives.

Course Content	Summary of Key Content
Foundation (1000- and 2000-level)	
Public Speaking	Taught by Department of Communications
Professional Foundations	Communication, networking, Word/Excel/PPT, problem-solving/research, diversity, ethics, practicum/internship search
Industry Fundamentals	Introduction to the history of our industry, current trends through incorporating trade journals, career path exploration
Practicum (x2, 1 CH each)	Two (2) 1-credit/45 hours “introductory” experiences in the industry as students start to explore career paths
Core Content Areas (3000-level)	
Facility & Event Management	Experiential through Razorback Athletics & UREC facility site visits, foundations of event management
Law & Risk	Negligence, contract law, antitrust, labor law, IP, risk management
Marketing & PR	Analysis, segmentation/target market strategies, marketing mix/strategy, public relations
Revenue Generation	Sales strategies, sponsorship/corporate partnership, fundraising, grant-writing
Finance & Business Analytics	Budgeting, time value of money, financial statements, ratio analysis, data fluency/Excel, evaluation
Internship (12 CH)	12 credit/full-time experience (450 hours) OR two (2) 6 credit/part-time experiences (225 hours each)
Senior Courses (4000-level)	
Contemporary Issues / “Senior Seminar”	Leadership, diversity, ethics, current issues and trends through incorporating trade journals
Advanced Professional Foundations	Job search strategies, interview strategies, problem-solving/research methods, entrepreneurial thinking



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RESM Proposed Curriculum (44 CH) – DETAILS
Changes/Edits to Current Courses noted with **bold/italics/underline**.

RESM CORE (44 CH)				Competencies ¹			
#	Course Title (Prereq)	CH	Key Content	CO	CT	EX	IR
1313*	Public Speaking, *COMM	3		I			
<u>2003</u>	Professional Foundations of Recreation & Sport Management	3	Communication / Networking Microsoft Office (Word / Excel / PPT) Problem Solving / Research Methods Diversity / Ethics / Experiences Search	I	I		
2011	Recreation & Sport Management Practicum (<u>2003</u>)	2	One (1) credit each (45 hours); students MUST complete two (2).	R	R	R	R
<u>2023</u>	<u>Recreation & Sport Management Fundamentals</u>	3	History / Philosophy / Role in Society Working w/Gov'ts / Governance Career Exploration (Rec/Sport) Trade Journals / Issues (Faculty Visits)			I	I
3843	Recreation & Sport Facilities <u>and Event Management - H</u>	3	UREC / Razorback Site Visits Events (e.g., RFP, Bids, Gantt Charts) Facility Management / Strategies			R	R
3873 ²	Law & Risk for Recreation & Sport Management (2023)	3	Negligence / Contract Law Antitrust / Labor Law / IP Risk Management		R		R
3883 ²	Recreation & Sport Marketing <u>and PR</u> (2023)	3	Research / Target Market Strategy (4 P) / Content Development Public Relations	R	R		R
<u>3</u>	<u>Recreation & Sport Revenue Generation</u> (2023)	3	Sales Strategies / Grant-Writing Sponsorship / Corporate Partnership Fundraising Fundamentals / Strategies	R	R		R
<u>3</u> ²	<u>Recreation & Sport Finance & Business Analytics</u> (2023)	3	Budgeting / Time Value of Money Financial Statements / Ratio Analysis Data Fluency (Excel) / Evaluation		R		R
<u>340V</u>	Internship (2003, 2011 x2, 3873)	12	12 Credit Experience (450 hours) OR Two (2) 6 Credit Exp. (225 hrs. each)	R	R	R	R
4013	Contemporary Issues in <u>Recreation & Sport</u> (2023, Jr.) - <u>H</u>	3	Leadership Theories / Diversity Ethics / Governance Trade Journals / Current Issues			M	M
<u>4413</u>	<u>Advanced Professional Foundations</u> (2023, Jr.)	<u>3</u>	Job Search Strategies Interview Techniques / Strategies Problem Solving / Research Methods Entrepreneurial Thinking	M	M		

¹Competencies: Communication (CO), Critical Thinking (CT), Experiential (EX), Industry Relevance (IR)
I = Introduce; R = Reinforce; M = Mastery

²Potential 4+1 Courses: 3873/6533 (Legal); 3883/5883 (Marketing); 3/5893 (Finance)

H: Proposed Honors Courses