

KINESIOLOGY B.S., CONCENTRATION IN SPORT AND FITNESS MANAGEMENT

PROGRAM LEARNING OUTCOMES

1. Apply foundational concepts in anatomy and physiology to understand human movement and overall health.
2. Use appropriate technologies and techniques to support scientific inquiry and professional practice.
3. Effectively synthesize scientific information and effectively communicate through oral, written, and digital presentations.
4. Demonstrate an understanding of ethical principles in research and professional practice.
5. Collaborate with peers and professionals in team-based environments.
6. Build a strong foundation for lifelong learning and professional growth in the disciplines.

Concentration Outcomes:

1. Articulate key characteristics of sports leadership and organizational management.
2. Understand legal and ethical issues in sports management, including compliance and governance.
3. Apply sports marketing strategies, sponsorship development, and branding concepts.
4. Recognize diversity issues and the global scope of sports.
5. Apply principles of sport facility operations and event planning in professional settings.

REQUIREMENTS

Code	Title	Units
Core Curriculum Requirements (https://catalog.vanguard.edu/interdisciplinary-offerings/core-curriculum/) ¹		43
Kinesiology Major Core Requirements		35-39
Sport and Fitness Management Concentration Requirements		27-29
General Electives		15-9
Total Units		120

Kinesiology Major Core Requirements

Code	Title	Units
KINE-150	Biophysical Foundations of Kinesiology	3
KINE-218	Injury Recognition and Management	3
KINE-221	Movement Anatomy	3
KINE-242	Motor Behavior Across the Lifespan	3
KINE-251C & 251CL	Anatomy and Physiology I and Anatomy and Physiology I Laboratory ²	4
KINE-252 & 252L	Anatomy and Physiology II and Anatomy and Physiology II Lab	4

KINE-323 & 323L	Physiology of Exercise and Physiology of Exercise Laboratory	4
KINE-350	Kinesiology Internship (3 units on average)	1-5
KINE-421 & 421L	Biomechanics and Biomechanics Lab	4
KINE-450C	Capstone Kinesiology Senior Project ²	3
BUSN-265C or MATH-265C	Business Statistics (meets CORE requirement) ² Intro to Statistical Methods	3
Total Units		35-39

¹ Number of units required from the Core Curriculum not included in the major requirements below.

² Fulfills university Core Curriculum requirement for 2025-2026.

Sport & Fitness Management Concentration

Code	Title	Units
Required Business Courses		
ACCT-225	Principles of Financial Accounting	3
BUSN-215	Principles of Macroeconomics	3
Choose 2 from the following		4-6
MNGT-346	Organizational Behavior	
MRKT-360	Principles of Marketing	
COMM-364	Organizational Communication	
COMM-125	Introduction to Filmmaking	
COMM-395	Sports Media	
Kinesiology Required Courses		17
KINE-270	Introduction to Sport and Fitness Management	
KINE-305	Sociocultural Aspects of Sport and Physical Activity	
KINE-343	Ldrshp/Mgt of Sport Programs	
KINE-360	Revenue Generation in Sport	
KINE-370	Sport Facility and Event Management	
KINE-425	Ethical and Legal Issues in Sport and Physical Activity	
Total Units		27-29

