

Sport & Leisure Management

The demand for business professionals in the athletic world continues to expand as an area of impact on society.

Choose between a Bachelor of Human Kinetics (BHK) with a stream focus in Sport and Leisure Management or a Bachelor of Arts (BA) in Sport and Leisure Management, which offers courses in public relations, communication and advanced marketing.

A community internship component gives students the opportunity to experience professional options available upon graduation. Organizations we have worked with in the past include: Athletes In Action, BC Lions, Langley Chiefs, Langley Sportsplex, Langley Twin Rinks, Vancouver Canucks and the Vancouver Giants.

Students taking the BA in Sport and Leisure Management are required to take 6 semester hours of internship experience, while students in the BHK stream may choose to do a 3 semester hour internship as part of the required leadership credits needed.

ID	COURSE	CREDITS
BUSI 111	<p>BUSI 111 - Introduction to Business and Management 2022-2023</p> <p>In this course, modern business is studied in its various aspects: economic and social setting, business classifications and financial requirements, business structure and functional areas, basic concepts and techniques, practices and responsibilities, and career opportunities in business.</p>	3
BUSI 121	<p>BUSI 121 - Financial Accounting 2022-2023</p> <p>Accounting fundamentals, techniques, principles, and concepts. Other topics include the complete accounting cycle, including adjusting and closing entries, the preparation and interpretation of simple financial statements, inventory treatments, capital assets, and partnership accounting. Students are also required to complete a computer based accounting lab.</p>	3
BUSI 176	<p>BUSI 176 - Introduction to Business Research & Decision Making 2022-2023</p> <p>Business research allows managers to make effective decisions in today's organizations. This class will assist students in understanding the research questions to ask in business and will prepare them to analyze and present the data they gather. Students will gain extensive skills in the use of spreadsheets and in spreadsheet modeling - an indispensable tool in the business world.</p>	3
BUSI 222	<p>BUSI 222 - Financial and Managerial Accounting 2022-2023</p>	3

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	<p>The first half of the course focuses on financial accounting with topics such as shareholder equity, investments, the cash flow statement, the comprehensive income statement, and financial analysis. Students learn to analyze and extract key information from corporate financial statements. The second half of the course focuses on managerial accounting covering topics such as cost-volume-profit analysis and budgeting.</p>	
BUSI 231	<p>BUSI 231 - Principles of Marketing 2022-2023</p> <p>This course explores basic considerations affecting the domestic and international marketing of goods and services. Topics include: the nature of marketing activities and marketing institutions, the function and responsibility of an effective marketing system, as well as its role in the economy, the manner in which various forces influence the marketing process, and the analysis of marketing concepts, policies, and practices.</p>	3
BUSI 245	<p>BUSI 245 - Foundations of Business Law in Canada 2022-2023</p> <p>A general overview of business law with specific focus on the law of contracts. Attention is given to offer and acceptance, consideration, assignment, discharge, breach, and remedies available at law.</p>	3
BUSI 280	<p>BUSI 280 - Organizational Behaviour 2022-2023</p> <p>This course focuses on the nature of individuals and behaviour in organizations. The emphasis of the course is on building a set of conceptual and pragmatic skills useful in understanding and managing interactions among individuals and groups within organizations. By providing a knowledgebase of organizational and managerial concepts, and by using cases, videos, exercises, and personal inventories, this course develops a student's analytical, diagnostic, and interpersonal skills.</p>	3
BUSI 311	<p>BUSI 311 - Global Issues in Business 2022-2023</p> <p>The focus of this course is on understanding the institutions (e.g. political, economic, and cultural) and the resources (e.g. natural, human, technology, and innovation) that are present within home and host countries that influence the decision making of business owners and managers as they consider going global with their product or service. Discussions centre around understanding culture, ethics, and global sustainability that relate to being a responsible and ethical global citizen.</p>	3
BUSI 334	<p>BUSI 334 - Sales Management 2022-2023</p> <p>This course looks at case studies, textual material relating to various aspects of sales management - such as marketing strategy, planning the sales function, and controlling of the sales effort - sales analysis, and evaluation management of the sales force and personal selling.</p>	3
BUSI 335	<p>BUSI 335 - Consumer Behaviour 2022-2023</p> <p>This course explores the ways human beings think about buying the products and services they</p>	3

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	<p>need, want, or desire in order to help the producers of products and services better design and deliver them. This understanding of what we term consumer behavior is a fundamental key to all marketing decisions and programs as we seek to explore the psychology of the entire buying process from awareness of need to post-purchase evaluation. Students are exposed to numerous theories from psychology, sociology, economics, education, and marketing to explain why and how consumers buy the products and services they do.</p>	
BUSI 342	<p>BUSI 342 - Management Finance 2022-2023</p> <p>This course will explore the principles of successful financial management and will target various aspects of managing an organization financially. The focus of the course is on application of financial concepts in three key areas of financial management: financing a business, making capital investment decisions, and managing the financial aspects of an organization's operations in a way that adds economic value. The course will be taught from a Christian worldview and will emphasize the importance of man's responsibility/ stewardship of what she/he is responsible for, and to whom she/he is ultimately accountable.</p>	3
BUSI 346	<p>BUSI 346 - Law for the Business Manager 2022-2023</p> <p>This course follows up on BUSI 245 and provides students with the knowledge and skills to manage a number of business areas that have potential legal risk including sale of goods, agency, bailment, insurance and guarantees, negotiable instruments, employment and human rights, intellectual property, real property, mortgages, partnerships, the nature and operations of corporations, credit transactions, and government regulation of business.</p>	3
BUSI 363	<p>BUSI 363 - Organizational Design & Development 2022-2023</p> <p>This course focuses on how to design and maintain organizational effectiveness through developing appropriate levels of control and coordination. This course introduces and critically examines the current theories and approaches to the management and structural design of organizations, and assesses their relevance and usefulness to organizations wanting to remain competitive in a rapidly changing marketplace.</p>	3
BUSI 370	<p>BUSI 370 - Business Information Systems 2022-2023</p> <p>A study of the impact of information technology and the ways in which organizations can achieve competitive advantage and support of key business functions through the strategic design, deployment, and use of information technology. The course teaches students the utilization of spreadsheet, database management, and project management software to manage the design, deployment, and use of information technology within an organizational setting.</p>	3
BUSI 435	<p>BUSI 435 - Marketing Management 2022-2023</p> <p>This course covers the concepts and problems associated with the management of the marketing function. The development of problem-solving, teamwork, and effective communication skills are undertaken in the course primarily through the use of the case study method.</p>	3

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BUSI 437	<p>BUSI 437 - Advertising & Promotional Strategy 2022-2023</p> <p>A study of advertising and promotional strategy Promotional planning, the various media, the mechanics of advertising, ethics and advertising's role in modern society.</p>	3
BUSI 484	<p>BUSI 484 - Strategic Management 2022-2023</p> <p>A capstone, integrative course that focuses on how firms formulate, implement, and evaluate strategies. Strategic management concepts and techniques, and comprehensive strategic analyses of organizations are considered.</p>	3
BUSI 486	<p>BUSI 486 - Small Business and Entrepreneurship I 2022-2023</p> <p>A capstone, integrative course focused on key concepts of entrepreneurship. Topics include the nature and role of the entrepreneur; creating and organizing new ventures; the tools and techniques needed to facilitate and plan a new enterprise; and the insight and judgment skills required in dealing with new venture management. Students also engage in preparation and presentation of a comprehensive business plan.</p>	3
BUSI 493	<p>BUSI 493 - Integrated Group Project for Human Resource Management 2022-2023</p> <p>This course requires students to apply several business disciplines - in an actual business setting - to the development of a complex business project. Students work closely with both the professor and individuals in the business community.</p>	3
BUSI 495	<p>BUSI 495 - Integrated Group Project for Leadership and Management 2022-2023</p> <p>This course requires students to apply several business disciplines - in an actual business setting - to the development of a complex business project. Students work closely with both the professor and individuals in the business community.</p>	3
BUSI 496	<p>BUSI 496 - Integrated Group Project for Marketing 2022-2023</p> <p>This course requires students to apply several business disciplines - in an actual business setting - to the development of a complex business project. Students work closely with both the professor and individuals in the business community.</p>	3
HKIN 195	<p>HKIN 195 - Foundations of Human Kinetics 2022-2023</p> <p>An introductory overview of the fields of human kinetics and sport with an emphasis on the basic knowledge necessary for leadership positions or careers in these fields. Current issues and future developments. Integration of biblical perspectives in human kinetics and sport.</p>	3
HKIN 292	<p>HKIN 292 - Social Determinations of Health and Physical Activity 2022-2023</p> <p>An introductory course to the social determinants that influence the health of persons and communities, with partial emphasis on those determinants that influence physical activity engagement. (3-0; 0-0)</p>	3

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HKIN 325	<p>HKIN 325 - Sociocultural and Philosophical Aspects of Sport and Leisure 2022-2023</p> <p>An examination of the sociological, cultural, and philosophical dynamics of sport and the way that sport has become a significant socializing agent of society and culture. Sport issues and controversies are explored in depth to assist the human kinetics practitioner in applying critical thinking and critical decision-making in the realm of sport and physical activity.</p>	3
HKIN 459	<p>HKIN 459 - Sport and Leisure Management Experience 2022-2023</p>	3
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MCOM 252	<p>MCOM 252 - Introduction to Public Relations 2022-2023</p> <p>In this course, students examine the role of public relations within and among various sectors of society including business, government, and nonprofit organizations. Case studies are used to illustrate the profession and practice of public relations where possible, and ethical standards in public relations are emphasized. Media, consumer, employee, and community relations, as well as ethical standards in the public relations industry are examined.</p>	3
MCOM 272	<p>MCOM 272 - Organizational Communication 2022-2023</p> <p>This course introduces students to the importance of communication within organizations. Organizational communication theory is discussed as it relates to climate, dyads, small group, public, and mediated communication. Students apply theory in several business writing and speaking assignments.</p>	3
MCOM 281	<p>MCOM 281 - Public Speaking 2022-2023</p> <p>This course requires students to research, create, and deliver speeches on topics and issues that reflect personal beliefs and values. In doing so they discern diverse materials, consider logical and ethical demands, and analyze their audience in order to create socially and globally responsible rhetorical messages.</p>	3