

SPORT AND FITNESS ENTREPRENEURSHIP

Overview

Degrees Offered: Program Certificate

Program Begins: Fall

Delivery Method: Online, On Campus

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Description

A Program Certificate in Sport and Fitness Entrepreneurship provides students with a well-developed foundation in creating and running their own business. In addition, students will gain direct field experience through co-op/internship opportunities. This certificate is designed for students looking to run their own sport business.

This certificate can be bundled with other certificates toward an Associate in Applied Science (AAS) degree in Exercise and Sports Studies. Additional certificate options within the AAS degree plan include: Exercise Science, Sport and Fitness Management, and Clinical Exercise Science.

Preparation

Students might consider high school courses in marketing, sales, and computers to assist them in college study. However, these courses are not mandatory for success.

Requirements

Students who complete the suggested curriculum requirements receive a Program Certificate in Sport and Fitness Entrepreneurship. The courses within the certificate lead directly into the Associate in Applied Science degree in Exercise and Sports Studies.

Career Opportunities

The future professional workforce of sports and exercise industry is evolving as digital technology advances. This not only creates skill gaps of current workforce but also creates new job opportunities as these traditional jobs have been transformed. Career opportunities exist as sport instructor, fitness instructor, sales specialist, and franchise owner, or sport club owner.

Degree Plans

- Sport and Fitness Entrepreneurship Program Certificate

Program Learning Outcomes

Upon graduation, Sport and Fitness Entrepreneurship students will be able to:

- Develop a business plan for starting and running a business.
- Develop a marketing plan to promote business plan.
- Demonstrate problem solving skills related to day to day business operations.
- Demonstrate effective communication skills.