



FITNESS & SPORTS MANAGEMENT

OUR PROMISE TO YOU

Whether you're an avid competitor, an enthusiastic amateur or an energetic fan, the world of sports offers fast-paced, challenging careers that give you a front row seat to all the action. Kentucky Wesleyan's fitness and sports management program prepares students for careers in the business and administrative side of sport and fitness. The interdisciplinary curriculum provides coursework in the sciences, philosophy, ethics, sociology and the history of sport and fitness. Our strong academic program also provides significant opportunities for graduate school programs where several areas of emphasis are available.

EXCEPTIONAL PREPARATION

Students in the program receive a thorough overview of the critical aspects to this unique industry including management and leadership, economics, and the science of sports and fitness. By combining classroom knowledge, skill development and practical experience, students are well prepared for a career following their passions.

Fitness and sports management majors have the opportunity to participate in local internships with the Owensboro Health Healthpark, local and in-state businesses, and the Kentucky Wesleyan College Athletics Department. Students may also compete nationally for internships with sports teams and other athletic programs.

GET INVOLVED

The Wesleyan Fellows program will enrich your college experience and enhance your career opportunities. This grant-based work-study program encourages creative thinking and resourceful problem-solving and you will gain valuable knowledge and skills with a Wesleyan professor or an off-campus supervisor as your mentor. For more information on Wesleyan Fellows, visit kwc.edu/wesleyan-fellows.



KENTUCKY
WESLEYAN
COLLEGE
—1858—

CAREERS

- Athletic Coach
- Athletic Director
- Athletic Trainer
- Biomechanist
- Dietician
- Exercise Physiologist
- Occupational Therapist
- Personal Trainer
- Sports Agent
- Scout

Contact Admissions:
270-852-3120
admissions@kwc.edu

find yourself

Courses Offered

Kentucky Wesleyan education is all about preparing you to pursue a productive career and a full, meaningful life. Each major offers unique courses designed to get you ready for a professional career in that field of study. Below, learn more about some of the courses you can expect to take with this major:

BA 261: Principles of Marketing 3 Semester Credit Hours

A study of the fundamentals of marketing which includes identification of the market, design of the product or service, communication and promotion, pricing and distribution. The relationship of marketing and society will be examined.

BA 325: Business Law 3 Semester Credit Hours

The principles and rules of law which comprise the legal framework of business: contracts, agency, commercial paper, personal property and sale of goods.

BA 354: Human Resource Management 3 Semester Credit Hours

Study of the recruitment, selection, development, compensation and utilization of human resources in the firm.

EXSC 301, 302: Exercise Practicum 1 Semester Credit Hour

Practical experience in teaching kinesiology and health promotion activities.

EXSC 305: Philosophy of Sports and Exercise 3 Semester Credit Hours

A philosophical analysis of sports and exercise.

EXSC 306: Biomechanics of Exercise and Sports 3 Semester Credit Hours

Basic principles of physics applied to body movement. Emphasis is placed on the mechanical analysis of exercise and sports skills.

EXSC 309: Physical Activity for Special Populations 3 Semester Credit Hours

The primary objective of this course is to examine how physical activity may affect the prevention and treatment of specific chronic disease. The focus will be on reviewing what health professionals have learned about these processes including the epidemiology, physiology, etiology, and treatment.

EXSC 323: Exercise Physiology I 3 Semester Credit Hours

The study of how the body, from a functional standpoint, responds and adapts to exercise. More specifically, it is the study of the basic physiologic principles and concepts that relate to the muscular system, nervous system, bioenergetics, and the cardiovascular and pulmonary systems. This course also involves the study of how performance can be affected physiologically by various factors.

Scan me to discover more information about your major and the others we offer!



EXSC 360: Exercise Assessment and Prescription 3 Semester Credit Hours

Along with an analysis of statistical techniques, this course familiarizes students with the hands-on training and theoretical background needed to competently assess health-related components of fitness (cardio-respiratory fitness, muscular fitness, flexibility, body composition) in an apparently healthy adult population. The content of this course is focused toward the knowledge and skills required for taking the ACSM Health Fitness Specialist and ACSM Personal Trainer certification exams.

EXSC 403: Wellness Practicum 2 Semester Credit Hours

Students will learn the theoretical aspects of the components of fitness and, from a practical standpoint, will assess overall fitness levels, design fitness programs, and implement and monitor these programs.

PE 200: Contemporary Health Topics 3 Semester Credit Hours

A comprehensive study of relevant health issues with consideration given to their physical, emotional, social and intellectual dimensions. Topics to be studied include emotional health, stress management, physical, fitness, sexuality, nutrition, weight management, cardiovascular disease, cancer and infectious diseases.

PE 308: Sports and Fitness Management 3 Semester Credit Hours

Analysis of administrative and organizational procedures related to current trends in fitness/wellness, sports and athletic management.

PE 310: Sociological and Psychological Aspects of Sports 3 Semester Credit Hours

The first half of the semester is devoted to understanding basic sociological concepts and examining social issues in sport (e.g., aggression and violence, racism, sexism, sport and education). The second half of the semester focuses on the concepts and applications of sport psychology.

EXSC 410: Ethics in Sport and Exercise 3 Semester Credit Hours

An inquiry into ethics and morality as they relate to sport and exercise. Ethical and logical reasoning is emphasized through discussion and debate of such concepts as competition, violence, interpersonal power, substance use and sportsmanship. Consideration is also given to professional ethics for the person who is considering this field as a career specialization.