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[Skip to content](#)

[Back to Program Page](#)

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[Sport Management](#)

[Advanced Diploma](#)

[Program Code: 14181](#)

[Campus: North](#)

[Length: 6 semesters](#)

Humber's Sport Management advanced diploma program prepares you to manage the business of sport.

You will develop a thorough knowledge of the structure and functionality of the Canadian sport industry including specific responsibilities.

Courses are designed with industry collaboration, ensuring the program is current and relevant. You will learn from full-time professional instructors.

Our program includes two field experiences in Semesters 5 and 6. Field experiences occur across industry sectors including professional sports, recreation, and fitness.

[Courses](#)

[Semester 1](#)

SPRT 100: Sociology of Sport

SPRT 103: Introduction to Sport Management

SPRT 109: Sport Psychology

SPRT 110: Sport Programming

SPRT 113: The Leadership Experience

WRIT 100: College Reading and Writing Skills

[Semester 2](#)

GNED 101: An Introduction to Arts and Sciences

MGMT 151: Financial Management

SPRT 150: Principles of Sport Performance

SPRT 153: Customer Service Excellence and Quality Management

SPRT 156: Risk Management

WRIT 200: Workplace Writing Skills

[Semester 3](#)

SPRT 200: Sport Organizations in Canada

SPRT 203: Sport Event Management

SPRT 214: Human Resources Management

SPRT 218: Sport Marketing

SPRT 219: Facility Operations

Select 1 from the following courses

GNED: General Elective

[Semester 4](#)

SPRT 251: Program Software for Sport

SPRT 252: Public and Media Relations

SPRT 253: League and Tournament Management

SPRT 254: Sporting Goods Administration

SPRT 256: Sport Tourism

SPRT 257: Career Development and Speaker Series

[Semester 5](#)

SPRT 301: Sports Sponsorship and Fundraising

SPRT 302: Sport Research Methods

SPRT 304: Advanced Sales and Marketing

SPRT 306: Entrepreneurship

WORK 302: Field Experience 1 - Sport Management

[Semester 6](#)

SPRT 351: Ethics, Issues and Trends in Sports

SPRT 352: Sport Research Project

SPRT 353: Special Topics

SPRT 356: Advanced Leadership and Organizational Behaviour

WORK 352: Field Experience 2 - Sport Management

[Admission Requirements](#)

Admission selection is based on the following 3 requirements:

. Academic

To be eligible for admission, you must possess the following:

Ontario Secondary School Diploma (OSSD) or equivalent including these required courses:

Grade 12 English (ENG4C or ENG4U or equivalent)