

## ADDENDUM

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The following information is not included in the print version of the 2009–2010 SMU General Information Undergraduate Catalog but is valid for the 2009–2010 academic year.

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The following replaces the Applied Physiology and Sport Management section on page 277 in the Simmons School section:

### **APPLIED PHYSIOLOGY AND SPORT MANAGEMENT MAJOR**

www.smu.edu/APSM

**Associate Professor Peter Gifford, Chair**

The Applied Physiology and Sport Management program provides a rigorous curriculum for understanding the biological basis of health and fitness and the business background required of professionals in the sport, health and fitness industries. The program leads to a B.S. degree with an emphasis in either applied physiology and enterprise or sport management. Both concentrations require coursework in the physiological sciences and business. Three minors in APSM are also offered: applied physiology, applied physiology and enterprise, and sport management; information about these minors can be found at www.smu.edu/APSM.

The core curriculum introduces the discipline; establishes the scientific basis of health, fitness and human performance; introduces the business principles and skills necessary to establish and maintain a sports-related or fitness-related business; and familiarizes students with the legal and ethical aspects of the fitness, health and sport industries. Woven throughout the program are experiential learning opportunities as well as science courses structured in accordance with evidence-based practices and augmented by research reviews. The program culminates in a mentored senior project. Students are ultimately prepared for a variety of career paths, including: commercial health and fitness facility management; corporate fitness programming; nutrition services and products; sports strength and conditioning; health management; sports marketing; management of professional, collegiate or amateur sport organizations; representation of professional athletes; sport public relations; and sport facility and event management.

#### **Applied Physiology and Enterprise Concentration**

The Applied Physiology and Enterprise program ensures that students are prepared to develop research-based training methods in order to advise effective lifestyle prescriptions, as well as design and manage fitness and health facilities.

The course offerings within this concentration focus on holistic fitness and health outcomes and are formulated and presented around the central theme of evidence-based practice. This strategy endows students with the analytic skills necessary to evaluate and properly incorporate research results into professional practice. The Applied Physiology and Enterprise program provides students with the solid research foundation that is necessary for leaders, educators and practitioners in the prevention of chronic diseases that plague our society and affect our health-care system.

#### **Sport Management Concentration**

Due to the explosion of interest in sport as a business, curricula to prepare management professionals are growing in number and prevalence. Further, as the business of sport becomes more complex, the preparation of professionals has become increasingly sophisticated, relying heavily on successful business theories and principles.

The academic discipline of sport management draws significantly on valid research and practices from organization and information management systems, including: budgeting, accounting, managing events, managing personnel and facilities, controlling, directing, evaluating, leading, writing, selling, working with media, developing publications, keeping game notes and statistics, interviewing, promoting, advertising, and fundraising.

#### **Admission Requirements**

- Have a minimum 2.5 GPA overall.
- Have completed 30+ credit hours.
- Successfully complete the introductory course, APSM 2310 Contemporary Issues in Applied Physiology and Sport Management.
- Attend a required orientation meeting for prospective majors.
- Complete and submit a general application form for acceptance into the APSM major program along with one letter of recommendation from an SMU professor.
- Declare an area of concentration.
- Complete a proctored essay that, in general, focuses on why one should be an APSM major.
- Be invited and complete an interview with the APSM Interview Committee.

If approved for admission by the faculty, students will be assigned an adviser and may continue to take core courses and/or courses in their concentration of interest. Students who are not accepted may reapply for admission during another term.

#### **The Courses (APSM)**

(Grades in APSM courses below a C- will not be accepted toward fulfilling major requirements)

##### **Core Courses**

**2310. Contemporary Issues in Applied Physiology and Sport Management.** This course explores the functional areas of business, management principles, contemporary issues, and future considerations for organizations within the fitness and sports industries.

**3311. Exercise Physiology.** This course uses an organ system approach to examine the body's responses and adaptations to exercise and move-

ment.

#### ***Applied Physiology and Enterprise Courses***

**3351. Nutrition.** An examination of the role that nutrition plays in health and optimal function, including the impact of nutrition on obesity, heart disease, stroke, cancer, eating disorders and specific populations.

**4412. Advanced Exercise Physiology.** This course introduces students to measurement techniques used to assess physiological responses to exercise. Students take measurements on each other in structured laboratory experiences. Prerequisites: APSM 4441 Anatomy and APSM 3311 Exercise Physiology.

#### ***Sport Management Courses***

**3372. Advanced Public Relations in Sport.** This course provides an overview of sport industry-specific communications, including public relations, media relations and community relations.

**4345. Sports Marketing.** This course provides a strategic framework to understand market dynamics, trends, consumer behavior, products, delivery systems, and marketing and promotional strategies that shape and drive the sports marketing industry.

#### ***Elective Courses***

**5160, 5260, 5360. Teaching Practicum.** Students assist the instructor in conducting a course in which they have previously excelled. Three credit hours maximum allowed. Prerequisites: Junior or senior standing, and demonstrated academic excellence when previously enrolled in the same course (no less than an A-); instructor approval required.