

Corporate Fitness and Wellness Management

The B.S. in Corporate Fitness and Wellness Management offers a wide and diverse range of job opportunities within fitness, exercise, health, wellness, nutrition, and rehabilitation. MSU Corporate Fitness graduates and former students have or are currently employed in the following occupations:

- President of ANYTIME FITNESS, LLC – over 1,400 fitness center locations located in 10 different countries worldwide
- Exercise physiologist in a hospital cardiac rehab program
- University professor
- Exercise physiologist working with individuals with physical and mental disabilities
- Hospital wellness/fitness program director
- Sports performance enhancement program owner & director
- Strength & Conditioning Coach: major league baseball, universities (NCAA Div. I), sport kinetics centers, and high schools
- College graduate assistants in exercise science and nutrition research programs
- Personal trainers
- YMCA program directors
- Physical rehab and massage therapist
- Private business corporation fitness/wellness program director
- Health and Fitness clubs and Retirement Centers
- Professional sports team marketing and promotions director
- Dance studio and fitness center owner

Student Learning Goals	Student Learning Outcomes
SLG 1: Corporate Fitness and Wellness Management graduates will demonstrate knowledge of content and disciplinary concepts related to the development of physical and sport performance, fitness, health, and quality of life for individuals at different ages and stages of life.	SLO 1.1 - Corporate Fitness and Wellness Management candidates will demonstrate knowledge of biological sciences pertaining to principles of structure, function, and movement of the human body.
	SLO 1.2 - Corporate Fitness and Wellness Management candidates will demonstrate they can execute appropriate CPR and first aid procedures.
	SLO 1.3 - Corporate Fitness and Wellness Management candidates will describe basic healthy nutrition concepts.
SLG 2: Fitness and Wellness Leadership and Behavior Modification: Corporate Fitness and Wellness Management graduates will demonstrate leadership and strategies to motivate participation in safe and effective fitness and wellness programs.	SLO 2.1 - Corporate Fitness and Wellness Management candidates will develop individual and group programs using a variety of instructional strategies and techniques that foster self-motivation, engagement, retention, and learning.
	SLO 2.2 - Corporate Fitness and Wellness Management candidates will lead individual and group programs using a variety of instructional strategies and techniques that foster self-motivation, engagement, retention, and learning.
SLG 3: Exercise Prescription, Programming & Implementation: Corporate Fitness and Wellness Management graduates will demonstrate effective fitness and wellness program design that results in development of fitness and wellness skills in diverse populations and settings.	SLO 3.1 - Corporate Fitness and Wellness Management candidates will develop programs designed to promote optimal fitness and/or wellness related outcomes.
	SLO 3.2 - Corporate Fitness and Wellness Management candidates will administer programs designed to promote optimal fitness and/or wellness related outcomes.
SLG 4: Health & Fitness Assessment: Corporate Fitness and Wellness Management graduates demonstrate knowledge of assessments of health-related fitness and wellness.	SLO 4.1 - Corporate Fitness and Wellness Management candidates will conduct assessments for health and skill-related components of fitness, wellness, and sport performance.

Bachelor of Science with a Major in Corporate Fitness and Wellness Management

General Education

General Education courses

KIN 100

Concepts of Fitness and Wellness

38

2

Required Corporate Fitness/Wellness Management Core ¹		
KIN 120	Strength Training	1
KIN 126	Group Exercise	1
ATR 207	Prevention and Care of Injuries	2
KIN 215	Methods of Teaching Sport Activities	2
KIN 220	Methods of Teaching Dance	2
KIN 225	Fitness Leadership	2
ESR 226	Methods of Teaching Group Exercise	2
ESR 227	Strength and Conditioning Programming Principles and Methods	2
KIN 310	Organization and Administration of PE and Athletics	2
KIN 325	Personal Training Methods	2
KIN 334	Nutrition for Physical Performance	2
ESR 342	Exercise Programming for Older Adults	2
KIN 431	Kinesiology	3
KIN 433	Physiology of Exercise	3
KIN 441	Evaluation of Psychomotor Performance	3
KIN 442	Adapted Physical Education	3
KIN 497	Practicum in CFWM and ESR	1-18
Choose 12 Credits from the Following:		12
MGMT 301	Fundamentals of Management	
MGMT 303	Human Resource Management	
MGMT 436	Organizational Behavior Principles and Practices	
MRKT 321	Marketing	
MRKT 324	Integrated Marketing Communications	
MRKT 422	Consumer Behavior	
MRKT 430	Professional Sales and Relationship Management	
ENTR 302	Introduction to Entrepreneurship	
ENTR 304	Entrepreneurship/Small Business Management	
ENTR 470	Projects in Entrepreneurship	
LEAD 101	Introduction to Leadership	
LEAD 201	Collaborative Leadership	
LEAD 301	Experiences in Leadership	
Second Major or Minors/Concentration(s)/or Electives		28
Total Hours		115-132

¹ A minimum of a 2.5 GPA within the Fitness and Wellness major is required for graduation.

² Minimum 160 contact hours

Fitness and Wellness Specialist Minor

ESR 226	Methods of Teaching Group Exercise	2
KIN 100	Concepts of Fitness and Wellness	2
KIN 120	Strength Training	1
KIN 126	Group Exercise	1
KIN 225	Fitness Leadership	2
KIN 325	Personal Training Methods	2
KIN 334	Nutrition for Physical Performance	2
KIN 431	Kinesiology	3
KIN 433	Physiology of Exercise	3
Any 2 credits from the following:		2
KIN 215	Methods of Teaching Sport Activities	
KIN 220	Methods of Teaching Dance	
KIN 441	Evaluation of Psychomotor Performance	

KIN 442	Adapted Physical Education	
Total Hours		20

Health and Wellness Concentration

KIN 100	Concepts of Fitness and Wellness	2
KIN 120	Strength Training	1
KIN 126	Group Exercise	1
KIN 215	Methods of Teaching Sport Activities	2
ESR 227	Strength and Conditioning Programming Principles and Methods	2
KIN 334	Nutrition for Physical Performance	2

Choose one of the following:

KIN 220	Methods of Teaching Dance	2
or ESR 226	Methods of Teaching Group Exercise	

Total Hours		12
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