

PROGRAM: MASTER OF SCIENCE  
IN SPORT ADMINISTRATION

Fall			Spring		
Course	Course Name	Cr	Course	Course Name	Cr
SPSC 671	Financial Aspects of Sport	3	SPSC 625	Intro to Research Methods & Statistics	3
SPSC 672	Sport Management	3	SPSC 674	Sport Marketing	3
SPSC 676	Sport in Society	3	SPSC 681	Legal Issues in Sport	3
	Total Credits	9		Total Credits	9
Summer I			Summer II		
Course	Course Name	Cr	Course	Course Name	Cr
SPSC 673	Sport Facilities Design & Management	3	SPSC 616	Internship	6
SPSC 675	Current Trends & Issues in Sport	3			
	Total Credits	6		Total Credits	6
			Total Credits: 30		

\*Denotes a Core Requirement

+Denotes an elective

Total Core Credits = 30

Total Elective Credits = 0

Candidacy Requirement: 18 credit hours with a minimum GPA of 3.0

Capstone or Culminating Experience: Comprehensive Project

## **COURSE DESCRIPTIONS**

### **SPSC 616. INTERNSHIP**

The Sport Administration Internship is an experience in which a sport administration major enrolls in after all requirements, including coursework, in the sport administration curriculum has been completed successfully. The Sport Administration Internship comprises a minimum of 270 field-based hours at the agency, or at events sponsored by the agency if the responsibilities are carried out at another site.

Credit, six hours.

### **SPSC 625. INTRODUCTION TO RESEARCH METHODS AND STATISTIC**

The course is designed to introduce students to research methods and statistics used to assess, evaluate, and critically examine principle and practices of sport organizations. Credit, three hours.

### **SPSC 671. FINANCIAL ASPECTS OF SPORT**

The course examines the financial and accounting principles and their application in for-profit and non-profit sport organizations. Topics include revenue and expenses, budgeting methods, economic principles, methods of financing sport and sport venues, and fund raising methods. Credit, three hours.

### **SPSC 672. SPORT MANAGEMENT**

The course is designed to provide students with an understanding of organizational theory and its application in the sport industry. Students will examine the organizational structure, leadership styles, and culture of different sport organizations. Credit, three hours.

### **SPSC-673. SPORT FACILITIES DESIGN AND MANAGEMENT**

The course is designed to introduce students to the fundamentals of conducting needs assessments, planning, constructing, equipping, staffing, programming, and managing facilities in sport and physical activities. Credit, three hours.

### **SPSC-674. SPORT MARKETING**

The course provides an overview of the principles and practices of promotions and marketing in the sport industry. Topics include sport marketing planning, market segmentation and identification of target market, sport marketing mix, and sponsorship. Credit, three hours.

### **SPSC-675. CURRENT TRENDS AND ISSUES IN SPORT**

The course examines the current trends and issues in the sport industry. Extensive research of current texts and journal articles is required. Credit, three hours.

### **SPSC-676. SPORT IN SOCIETY**

The course is an examination of sport as a social institution and of the interactive impact of sport and society. Credit, three hours.

### **SPSC-681. LEGAL ISSUES IN SPORT**

The course is designed to provide an overview of legislation and legal actions in sport. Credit, three hours.