

SPORTS MANAGEMENT LEADERSHIP (SPML)

SPML-6000: Organization and Administration of Recreation and Leisure Programs (3 hours)

This course provides an overview of principles and practices related to effectively managing a recreation and leisure program. Issues of branding, marketing, media, and personnel selection and development are considered.

SPML-6010: The Essentials of the Law in Sports (3 hours)

This course introduces legal issues and professional ramifications in the field of sports management through the examination of regulations, government intervention and ethically pertinent scenarios. This course allows learners to acquire a thorough understanding of legal considerations, which affect the interaction of league officials and athletes, their professional behavior, and what laws are established to protect their rights and assure they are accountable for their actions. Cross-Listed: MBAS-6810 and SPML-7050.

SPML-6020: The Economics of Sports (3 hours)

The domain of sports, most notably professional sports, has been elevated to one of the highest rungs of the financial ladder by having entered the world of the professional entertainment industry. In the 21st century, sport has secured its place as one of the paramount forms of entertainment from Friday night high school football games to the Olympic venues. To function as an administrator within this profession, it is imperative to have a comprehensive understanding of the dynamic role of economics. In this course, students explore and examine the concepts and models of micro and intermediate economics as related to the business of sport. Cross-Listed: MBAS-6800.

SPML-6030: Sports Leadership and Ethics (3 hours)

Sports Leadership and Ethics is designed to prepare learners to evaluate business principles, theories and responsibilities in the field of sports management, with an increased understanding of acceptable practices, human capital and professionalism. In addition, this course provides learners with an understanding of societal reasonability, common moral and ethical values, and how they are applied to varying sports leadership scenarios. Cross-Listed: SPML-7040.

SPML-6040: Sports Finance (3 hours)

In this course, students develop a framework with an in-depth analysis of the various tools, techniques, ratios, formulas and other finance-related information, and complex financial concerns in the sports workplace. Cross-Listed: MBAS-6805.

SPML-6050: Leading in a Time of Change (3 hours)

This course introduces students to the valuable change management process in the dynamic world of sports leadership and management, preparing them to use and apply these skills practically with an understanding of varying concepts, theories and opinions.

SPML-6060: Level the Playing Field: Diversity in Sports (3 hours)

This course is designed to teach students what diversity is and how it applies to sports in general and, more specifically, to gender, race and various cultures. The course will help learners understand the unique challenge for sports leaders to better understand diversity and, through this understanding, help "level the playing field." Cross-Listed: MBAS-6815.

SPML-6070: Sports Promotion (3 hours)

This course offers students opportunity to explore and examine the relationship between the mass media and the sports industry. Topics include sports broadcasting, print media and the development of public relations tools such as media guides and press releases, effective principles, theories, practices, and methods involved with all aspects of sports communications.

SPML-6085: Sports Analytics (3 hours)

Sport Analytics is designed to provide critical data-driven analytical skills, which are applied to all aspects of sports. Main course concepts include using sport analytics to improve sports performance, evaluate strategic talent management, understand analytics in sport marketing and digital marketing, apply analytics to sport finance and sport law, and demonstrate a strong knowledge of sport analytics in manufacturing, production, event management, and facility management. This course allows learners to acquire a thorough understanding of sport analytics in order to analyze and interpret key statistics needed when looking at sports through a quantitative lens. Cross-Listed: SPML-7085.

SPML-6090: Sports Administration (3 hours)

This course is designed to emphasize the practical application of concepts, principles and practices between sports organizations and community associations as it relates to the role of sport leader and administrator. Students will be required to review course materials, participate in discussion forums, and conduct research to acquire a thorough understanding of sports administration principles and theories.

SPML-6100: Sports Leadership Master's Project (3 hours)

Participation in this course is an opportunity to demonstrate professionalism as well as the integration and application of sport leadership knowledge, skills and competencies through the identification and in-depth analysis of a contemporary sport management research issue. Students are required to analyze, critically evaluate and synthesize published research in order to articulate actionable scientific knowledge in the form of a review article worthy of publication.

SPML-6110: Facilities and Events Management (3 hours)

This course examines the principles and practices necessary to plan, develop, promote, operate and maintain sporting events, athletic centers and recreational facilities. Emphasis is on issues concerning personnel, finance, profitability, security, concessions, convention centers, event scheduling, equipment management, facilities maintenance and topics related to liability and risk management.

SPML-6120: Dynamics of Coaching (3 hours)

Coaching requires leadership abilities, social awareness, expertise in athletic components, and the ability to transcend these principles through recognized methodologies. This course focuses on the major coaching theories and models, methods, practices, and outcomes. Topics include study of first principles in coaching, coaching cases and analyses, great coaches, coaching decision making, and other contemporary issues.

SPML-6130: Social and Historical Foundations of Modern Sport (3 hours)

Sports are integrated into society and enjoyed throughout the world on a cultural and competitive level. This course examines the social, political, cultural, philosophical, psychological, historical and practical aspects of sport history and evolution.

SPML-6140: Research in Sports Studies (3 hours)

This course is designed as an introductory examination of the research process and the main methodological approaches used to conduct research on contemporary issues in the sport industry. Fundamental research concepts and strategies are presented in order to prepare students to interpret, analyze, plan, design and report the results of sport research projects. Students are required to review course materials, participate in discussion forums, analyze published research, identify a research topic, and complete the initial steps of a literature review.

SPML-6950: Independent Study in Sports Management Leadership (1-6 hours)**SPML-7010: Advanced Topics in Sports Administration (3 hours)**

This is an advanced course in sports administration and covers an overview of the field and the important leadership concepts associated with it and details the major settings in which many sports management positions are carried out. Students learn about the key functional areas of sports management, including sports marketing, sport consumer behavior, sports communication, sports facility and event management. Additionally, the course will examine current sports management issues, including how sports management interfaces with law, sociology, globalization, analytics, and research.

SPML-7020: Seminar in Sports Marketing (3 hours)

This is an advanced sports marketing course and explores advanced marketing theories related to social responsibility, global issues, information systems, consumer behavior, product management, logistics, sales, promotions, and social/digital/mobile media. In addition, the course will cover sections on branding, destination marketing, and performance evaluation that demonstrate how to measure impacts through sports marketing and how to use analytics to determine sports marketing success.

SPML-7030: Seminar in Advanced Sports Economics and Finance (3 hours)

This is an advanced course in sports economics and finance where students will understand how financial management works, specifically in sport and how decisions are made to ensure wealth maximization. Topics will include debt and equity financing, capital budgeting, facility financing, economic impact, risk and return, and time value of money. The course will also focus on sports finance in three sectors of the industry - public sector sports, collegiate athletics, and professional sport-providing in-depth analysis of financial management in each sector.

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