

SPORT MANAGEMENT (MA)

The Master of Arts in Sport Management prepares graduates to understand the growing sport management industry. Students will learn, through a hands-on, practical application of coursework, effective decision making, leadership, finance, and human and facility resource management. Students will also examine concepts of management, strategic planning, marketing, and law as it pertains to sport management.

Code	Title	Credits
KHS 515	Management and Leadership ¹	3
KHS 510	Human Resource Management	3
KHS 535	Sport Marketing	3
KHS 610	Research Methods	3
KHS 533	Sport Media and Technology	3
KHS 525	Facility and Event Management in Sport	3
KHS 540	Legal Aspects of Sport	3
KHS 520	Sport Finance	3
KHS 550	Sport Sales and Fundraising	3
KHS 570	Ethics and Sociology in Sport and Exercise Science	3
KHS 620	Master's Capstone	3
Total Credits		33

Course	Title	Credits
First Year		
First Semester		
KHS 515	Management and Leadership	3
KHS 510	Human Resource Management	3
Second Semester		
KHS 535	Sport Marketing	3
KHS 610	Research Methods	3
Third Semester		
KHS 533	Sport Media and Technology	3
KHS 525	Facility and Event Management in Sport	3
Credits		18
Second Year		
First Semester		
KHS 540	Legal Aspects of Sport	3
KHS 520	Sport Finance	3
Second Semester		
KHS 550	Sport Sales and Fundraising	3
KHS 570	Ethics and Sociology in Sport and Exercise Science	3
Third Semester		
KHS 620	Master's Capstone	3
Credits		15
Total Credits		33