

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
or GST 597	Graduate Study Abroad	
KHS 510	Human Resource Management	3
KHS 535	Sport Marketing	3
KHS 530	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 ¹	3
or GST 597	Graduate Study Abroad	
KHS 545	Ethics and Sociology in Sport Management	3
KHS 565	Capstone	3
Total Credits		33

¹ A student may substitute GST 597 for one major course.