

HEALTH, KINESIOLOGY AND SPORT MANAGEMENT

Department website (<https://www.uwp.edu/learn/departments/hesm/>)

Programs Offered

- Sport Management (MS) (<https://catalog.uwp.edu/graduate-programs-policies/health-kinesiology-sport-management/sport-management-ms/>)
 - Sport Management Sustainability Certificate (<https://catalog.uwp.edu/graduate-programs-policies/health-kinesiology-sport-management/sport-management-ms/sport-management-sustainability-certificate/>)
 - Sports Communication Certificate (<https://catalog.uwp.edu/graduate-programs-policies/health-kinesiology-sport-management/sport-management-ms/sports-communication-certificate/>)

MSSM 515 | The Business of E-Sports | 3 cr

Provides overview of the e-sports industry including industry governance/administration, revenue generation, leadership and facility operations & development. Multi-career cross-listing: SPMT 315. Not available for students with credit in: SPMT 315.

Prerequisites: None.

Offered: Occasionally.

MSSM 539 | Sustainable Sport Management | 3 cr

Surveys sustainable business techniques employed by sports organizations in the areas of facility financing, facility development, marketing and event operations. Examines how sports organizations employ marketing techniques focused on and including sustainable/green concepts. Not open to those with credit in SPMT 339. Multi-career cross-listing: SPMT 339.

Prerequisites: None.

Offered: Spring (even years).

MSSM 560 | Sports Communication | 3 cr

Examines how sports organizations interact with the media and fans/customers through various forms of electronic and social media. Multi-career cross-listing: SPMT 360. Not available for students with credit in: SPMT 360.

Prerequisites: None.

Offered: Yearly.

MSSM 565 | Sports Broadcasting | 3 cr

Provides an overview of the basics of sports broadcasting including radio, television and streaming platforms. Includes examination of how individuals enter and operate in the industry and practical application of skills. Multi-career cross-listing: SPMT 365. Not available for students with credit in: SPMT 365.

Prerequisites: None.

Offered: Occasionally.

MSSM 600 | Sports Analytics | 3 cr

Examines the design, collection, analysis, and use of data to measure performance and make decisions in competitive sports. Reviews basic concepts and skills needed to develop and apply analytical skills to sport from different perspectives: coaching, management, business, media, etc. Not open to those with credit in SPMT 400. Multi-career cross-listing: SPMT 400.

Prerequisites: None.

Offered: Yearly.

MSSM 635 | Athletic Fundraising | 3 cr

Examines the development of successful fundraising programs in interscholastic and intercollegiate athletic programs. Not open to those with credit in SPMT 435. Multi-career cross-listing: SPMT 435.

Prerequisites: None.

Offered: Yearly.

MSSM 640 | Advanced Studies in Health and Sport Leadership | 3 cr

Addresses significant real-world issues faced by industry leaders in health and sport industries from perspective of industry executives and discusses resolution strategies. Multi-career cross-listing: SPMT 440. Not available for students with credit in: SPMT 440.

Prerequisites: None.

Offered: Occasionally.

MSSM 700 | Sports Research and Analysis Methodology | 3 cr

Analyzes research in the sport management field to help solve issues within the sport industry. Introduces different methods for conducting and analyzing research. Examines how research articles are organized to assist in both reading and conducting research.

Prerequisites: None.

Offered: Yearly.

MSSM 701 | Sports Governance and Administration | 3 cr

Explores the managerial activities essential to governance and policy development in the sport industry and reviews the structure and function of these organizations.

Prerequisites: None.

Offered: Yearly.

MSSM 710 | Sports Law | 3 cr

Examines sport law as it applies to sport managers by identifying liability of situations in the supervision, management and conduct of sport. Introduces how to design and develop strategies for limiting liability including constitutional law, negligence, contract and employment law.

Prerequisites: None.

Offered: Yearly.

MSSM 711 | Ethical Issues and Leadership in Sports | 3 cr

Introduces various leadership theories and ethical considerations in sport. Examines leadership and ethical issues when leading a sport organization including topics in human resources and effective management.

Prerequisites: None.

Offered: Yearly.

MSSM 712 | Social and International Issues in 21st Century Sports | 3 cr

Introduces sociological concepts within sport. Examines how global society impacts sport.

Prerequisites: None.

Offered: Yearly.

MSSM 720 | Revenue Generation and Sales in Sports Organizations | 3 cr

Examines revenue generation and sales processes for sports organizations including the various revenue streams available at all levels of sport through developing buyer proposals and learning contract negotiation processes for agreements.

Prerequisites: None.

Offered: Yearly.

MSSM 721 | Financial Management for Sports Organizations | 3 cr

Covers budgeting and financial reporting for sports organizations. Explores methods of financing for both sports organizations and sports facilities.

Prerequisites: None.

Offered: Yearly.

MSSM 722 | Sports Facility and Event Management | 3 cr

Covers planning, development and management of sport facilities and events. Includes topics in needs assessment, risk management, site selection, financial planning, operations, crowd control, event staffing, marketing, media, and sponsorships and participant prizes.

Prerequisites: None.

Offered: Yearly.

MSSM 790 | Special Topics in Sport Management | 3 cr

Examines topics in sport management. May be repeated for credit with different topic.

Prerequisites: None.

Offered: Occasionally.

MSSM 791 | Current Issues in Sport Management Seminar | 3 cr

Explores current and ongoing issues in the sport management industry. Discusses and analyzes current topics preparing student to face these issues in the real world as a sport manager.

Prerequisites: None.

Offered: Fall, Spring.

MSSM 794 | Sport Management Internship | 3 cr

Provides opportunity for professional skills development through supervised work in the field of sport management. Applies learned knowledge and enhances experience and skills in a practical and relevant setting. May be repeated one time for additional three credits.

Prerequisites: Consent of instructor and department chair.

Offered: Yearly.

MSSM 798 | Thesis in Sport Management | 1-6 cr

Provides opportunity to complete a master's thesis in sport management by reviewing existing research and conducting original, independent research. May be repeated for credit.

Prerequisites: Permission of instructor and program director.

Offered: Occasionally.

MSSM 799 | Independent Study | 3 cr

Provides opportunity for independent work in specific areas under the supervision of a department faculty member. May be repeated for credit.

Prerequisites: Consent of instructor and department chair.

Offered: Fall, Spring, Summer.