

SPORT MANAGEMENT (MS)

Department website (<https://www.uwp.edu/learn/programs/sport-management-ms.cfm>)

Street & Smith's Sports Business Journal (SBJ) has previously stated that the sports industry is "one of the largest and fastest growing industries in the United States." The publication also noted that the sports industry "...is far more than twice the size of the auto industry and seven times the size of the movie industry." These numbers illustrate the overall economic power of the sports industry and, as one might assume, an industry of this size continually needs an infusion of highly educated and qualified personnel in order to thrive.

The overall goal of the Master of Science in Sport Management degree program is to provide graduates with the skills and knowledge necessary to succeed at all levels of organized sport in today's ultra-competitive 21st century sports business environment.

The 33-credit master of science in sport management degree requires a combination of core classes (21 credits) designed to ensure all graduates have the basic, requisite skills needed to succeed in the industry. There are an additional six credits of required electives with a wide array of offerings designed to ensure maximum flexibility for the student to pursue additional knowledge beneficial to their chosen career. Finally, students will need to complete either a thesis addressing a major issue in sport management or a combination of two courses with a practical/industry-based focus that will ensure they are ready for success in the industry. Both the thesis and non-thesis options require six credits.

The program is offered in both in-person (MSSM) and fully online (MSSO) formats. Both formats were designed with timing flexibility in mind, which should allow students to complete it on their own terms/timetable. The degree can be completed fully in-person, online or through a combination of the two course formats. Assuming an average nine- to twelve-credit load, most students will be able to complete the proposed program in one-and-a-half to two years. However, if a student wishes to be aggressive with credit load, course format and scheduling (adding winterim and/or summer courses), the degree could be completed in one calendar year. If someone wishes to proceed at a slower pace, the flexible schedule and delivery format along with the frequent course offerings should allow a student to complete the program at whatever pace they wish subject only to the seven-year completion window for graduate programs at UW-Parkside.

Program Learning Outcomes

1. Demonstrate Effective Communication Skills. Upon completion of the program, students will be able to: demonstrate professional interpersonal skills; demonstrate the ability to develop and deliver professional messages in oral, written and visual forms of communication in various types of settings; demonstrate negotiation skills
2. Demonstrate Effective Management Skills. Upon completion of the program, students will be able to: demonstrate knowledge of and ability to comply with legal, HR and other forms of rules and compliance-related situations; demonstrate the ability to act in an ethical manner including in areas of diversity and Corporate Social Responsibility; demonstrate knowledge of sound financial management practices including revenue generation methods such as marketing and sales along with efficient facility/organization planning on the expense side; demonstrate inclusive leadership

skills including the ability to lead meetings; demonstrate the ability to collect, manage, analyze and interpret sport management data; demonstrate the ability to identify and solve problems faced by sports organizations.

3. Demonstrate Ability to Utilize Skills, Knowledge and Competencies Learned in the Program in a Real-World Setting. Upon completion of the program, students will be able to: demonstrate the ability to utilize the skills, knowledge and competencies illustrated above in a real-world setting with a sports organization.

Program-Specific Policies

Transfer Policies

Graduate-level work completed at other regionally-accredited institutions may be transferred toward the master's degree in sport management at UW-Parkside but such transfers are subject to the following provisions:

- A maximum of 12 credits may be transferred;
- Only the courses with a grade of B or better can be transferred;
- The student must petition for the transfer upon admission to the program. Transfer credit will be formally granted after the student has successfully completed a minimum of eight (8) semester hours of graduate course work at UW-Parkside;
- An admitted student who plans to take a course at another institution and transfer it back to UW-Parkside must obtain prior permission from the program director; and
- Exceptions to the above transfer policy can be considered after written request to the program director.

Timing Policies

As noted in UW-Parkside policy, students who do not complete a course within a period of 12 months will be dropped as a student unless they apply for and are granted a leave of absence from graduate work. Dropped students or students exceeding the term of leave may apply for readmission to the program.

As also noted in UW-Parkside policy, a student may take no more than seven years to complete the master of science degree in sport management. This time period begins with the semester in which they complete their first course as a degree-seeking graduate student.

Requirements for the Master of Science in Sport Management

Code	Title	Credits
Required Courses		
MSSM 610	Sports Governance and Administration	3
MSSM 660	Sports Research and Analysis Methodology	3
MSSM 670	Social and International Issues in 21st Century Sports	3
MSSM 710	Sports Law	3
MSSM 711	Ethical Issues and Leadership in Sports	3
MSSM 720	Revenue Generation and Sales in Sports Organizations	3
MSSM 721	Financial Management for Sports Organizations	3
Elective Courses		
Select two of the following:		6
MSSM 515	The Business of E-Sports	
MSSM 539	Sustainable Sport Management	

MSSM 560	Sports Communication
MSSM 565	Sports Broadcasting
MSSM 600	Sports Analytics
MSSM 635	Athletic Fundraising
MSSM 640	Advanced Studies in Health and Sport Leadership
MSSM 675	Sports Facility and Event Management
MSSM 690	Special Topics in Sport Management
MSSM 790	Special Topics in Sport Management
MSSM 794	Sport Management Internship ¹
MSSM 799	Independent Study

Completion Options - Non-Thesis or Thesis

Select one of the following: 6

Non-Thesis Option

MSSM 791	Current Issues in Sport Management Seminar
MSSM 794	Sport Management Internship

Thesis Option

MSSM 798	Thesis in Sport Management
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Total Credits 33

¹ If choosing the non-thesis completion option, students may take an addition 3 credits to use as an elective course.

University Requirements for Master's Degree Programs

To receive a master's degree from UW-Parkside, students must meet the following minimum requirements (note that individual programs may impose more stringent requirements):

1. Complete at least 30 graduate credits, of which no more than 12 may be transferred from another institution.
2. Have an overall GPA of at least 3.00 for all graduate work taken at UW-Parkside that is applicable to the degree program.
3. Satisfy all requirements of the graduate degree program.

Students may take no more than seven years to complete a degree, beginning with the semester in which they complete their first course as a UW-Parkside degree-seeking graduate student, unless they apply for and receive an extension through the appropriate graduate program. Some programs may impose a shorter time limit. To graduate, students must file a request for graduation. The request form, signed by the student's advisor and filed in the appropriate graduate program office, initiates the final review of the candidate's records. Students also need to apply to graduate with the Office of the Registrar.

Admission Procedure

All applications must be submitted online through the UW-Parkside website. Please visit <https://www.uwp.edu/apply/admissions/graduate/> to submit the following:

- Official transcripts from all undergraduate institutions attended;
- Current resume; and
- A statement of purpose that discusses career goals and why they are pursuing a career in sports. (Up to 1,000 words.)

Students with an overall undergraduate grade point average of 2.5 or lower are highly encouraged to also submit up to three (3) letters of recommendation as part of their application materials.

Official transcripts from all colleges/universities attended, regardless if they appear on the degree awarding transcript or not, should be mailed directly from the institution(s) to UW-Parkside at this address:

Admissions Office
University of Wisconsin-Parkside
900 Wood Road
Kenosha, WI 53144

Admissions will occur on a rolling basis with new applicants able to start the program during each of the academic terms: fall, winterim, spring and summer.

International Student Admission Procedure

In addition to submitting the above application materials, international applicants must submit the following items:

1. A completed online Application for Graduate International Student Admission.
2. If applicant's native language is not English then an Official Test of English as a Foreign Language (TOEFL) score must be obtained. A score of 525 on the paper test (197 computer based or 71 internet based) is required. For information regarding the location of the test centers nearest you and for making arrangements to take the TOEFL test visit the website: <http://www.ets.org/toefl>
3. A Sponsorship Statement Form documenting support for one year of study.
4. Original bank statement or bank letter documenting sufficient funds for one year of study. Photocopies and FAX cannot be accepted.
5. Official transcripts from all secondary schools, colleges and universities attended. Records must be in the original language with certified English translations. Official records should include all exam, test results, certificates, diplomas or degrees received.
6. To receive transfer credits from a foreign university, a prospective student must have their transcripts evaluated through one of the recommended companies:
 - ECE (Educational Credential Evaluators)
 - WES (World Education Services)
 - One Earth International Credit Evaluators
7. Finally, potential graduate students must purchase the "Catalog Match Request" to ensure transferability of coursework.