

# 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 21<sup>st</sup> 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.

## 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
<b>Required Courses</b>		
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
<b>Elective Courses</b>		
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 <sup>1</sup>
MSSM 799	Independent Study
<b>Completion Options - Non-Thesis or Thesis</b>	
Select one of the following:	
Non-Thesis Option	
MSSM 791	Current Issues in Sport Management Seminar
MSSM 794	Sport Management Internship
Thesis Option	
MSSM 798	Thesis in Sport Management
<b>Total Credits</b>	<b>33</b>

<sup>1</sup> 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> (<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.

## Courses in Sport Management (Graduate level)

### 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.