



**MASTER OF SCIENCE IN BUSINESS COMMUNICATION (33 Hours)
2019-2020**

Name _____	Address _____
ID Number _____	Telephone _____
Entry Date _____	Email _____
Notes: _____	

CURRICULUM
SPORTS MANAGEMENT CONCENTRATION

Required Core Courses (21 Hours):

_____	_____	MSBC 614 Data Visualization & Storytelling	3 Cr
_____	_____	MSBC 618 Integrated Marketing Communication	3 Cr
_____	_____	MSBC 628 Ethics and Business Decision Making	3 Cr
_____	_____	MSBC 638 Interpersonal Communication in the Workplace	3 Cr
_____	_____	MSBC 655 Organizational Development and Change	3 Cr
_____	_____	MSBC 664 Strategic Planning and Implementation	3 Cr
_____	_____	MSBC 700 MSBC Capstone Course	3 Cr

Required Concentration Courses (12 Hours):

_____	_____	MSBC 683 Organizational Behavior in Sports	3 Cr
_____	_____	MSBC 684 Economics of Sports and Events	3 Cr
_____	_____	MSBC 685 Sports Communication	3 Cr
_____	_____	MSBC 687 Revenue Generation in Sports and Events	3 Cr