



**MASTER OF SCIENCE IN BUSINESS COMMUNICATION (33 Hours)  
2020-2021**

|                         |                        |
|-------------------------|------------------------|
| <b>Name</b> _____       | <b>Address</b> _____   |
| <b>ID Number</b> _____  | <b>Telephone</b> _____ |
| <b>Entry Date</b> _____ | <b>Email</b> _____     |
| <b>Notes:</b> _____     |                        |

**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 Purpose-Driven Business in the Global Economy | 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 |