



MASTER OF SCIENCE IN BUSINESS COMMUNICATION (33 Hours)

SPORTS MANAGEMENT CONCENTRATION

2021-2022

The concentration in Sports Management equips students with the framework for managing in major, minor, collegiate, relational, high school, and youth levels and encompasses concepts in events, facilities, sponsorships, tourism, promotion, as well as legal and ethical issues specific to sports. The program integrates essential business courses to offer a practical foundation for careers in all levels of sports, or with sports marketing firms, sports agencies, and other sports organizations. Graduates of this concentration are skilled in:

- Utilizing best practices and industry standards relating to leadership in a sports setting.
- Applying strong critical thinking, decision-making, presentation, and writing skills.
- Understanding and applying business fundamentals to the management of sports organizations.
- Articulating an ethical personal leadership philosophy for compliance with sports law and other management challenges specific to the field of sports.
- Effectively organizing, interpreting, and presenting new information in sports.

CURRICULUM

Required Core Courses (21 Hours):

- MSBC 614 Data Visualization & Storytelling (3)
- MSBC 618 Integrated Marketing Communication (3)
- MSBC 628 Purpose Driven Business in the Global Economy (3)
- MSBC 638 Interpersonal Communication in the Workplace (3)
- MSBC 655 Organizational Development and Change (3)
- MSBC 664 Strategic Planning and Implementation (3)
- MSBC 700 Applied Capstone in the Workplace (3)

Required Concentration Courses (12 Hours):

- MSBC 683 Organizational Behavior in Sports (3)
- MSBC 685 Economics of Sports and Events (3)
- MSBC 684 Sports Communication (3)
- MSBC 687 Revenue Generation in Sports and Events (3)