

## Sports Leadership Concentration Courses

**MHRM 515: Strategic Human Resource Management** The course examines the role of human resource professionals as a strategic partner to organizational success. Key activities are examined including recruitment, selection, training, development, job analysis, job design, compensation, benefits, performance management, and employee relations. Best practices of employers of choice are analyzed. (Prerequisite: Graduate standing)

Learning Outcomes, MHRM 515:

- Understand the HRM practice areas
- Understand the ways that HRM contributes to an organization's success
- Apply HRM to the student's role as a manager

**MSPT 603: Legal and Ethical Aspects of Sport:** Students will gain a foundational background of the legal system. Topics will include constitutional law, contract law, tort law, risk management, product liability, administrative and statutory law, Title IX and gender discrimination, drug testing, and legal aspects of amateurism as these pertain to all areas of regulation in sport. Ethical dimensions of organizational leadership, including the role of ethics in sport, fair play/gamesmanship, sportsmanship, sport enhancement, gender equity, dis/ability, and commercial exploitation will be discussed. Connections between theory and real-world scenarios will be made.

Learning Outcomes, MSPT 601:

- Students will be able to discuss legal aspects and cases in sport, recreation and areas of physical activity pertaining to the following areas:
  1. Tort Law
  2. Contract Law
  3. Title VII
  4. Title IX
  5. The Equal Pay Act
  6. ADA
  7. Constitutional Law
- Students will be able to apply ethical dimensions of leadership in sport to the decision making process when dealing with ethical challenges, connecting theory and practice through case studies.

**MSPT 606: Sport Promotion, Marketing and Public Relations:** Students will explore marketing practices, procedures, and operations utilized at all levels of sport. Focus areas will include technologies for developing strategic marketing and practical applications as they pertain to a wide array of sport organizations and the use of analytics including both quantitative and qualitative data to drive key business decisions. Students will be provided an introduction to the structure, function, role, and effect of the media in the sport industry, including the foundational study of the principles and fundamentals of sports information and media relations.

Learning Outcomes, MSPT 606:

1. Students will be able to examine the marketing information systems and research methodologies commonly used in sport marketing.
2. Students will be able to articulate the importance of brand management in sport.
3. Students will be able to identify and describe promotion and the approaches used in sport advertising.
4. Students will be able to describe sales methodologies used in the sport industry.
5. Students will be able to describe public relations and its role in the formulation of a marketing plan in sport.

### **MSPT 609: Financial Models in Sport**

Topics will include budgeting, fundraising, traditional and alternative revenue streams, managing expenses, and keys to sound financial decision making. Students will be able to develop a conceptual framework for planning, development, management, and implementation of fundraising events in sport.

Learning Outcomes, MSPT 609:

1. Students will be able to analyze financial statements and develop budgets.
2. Students will be able to apply principles of facility financing, developing estimates, conducting feasibility studies, and organizing economic impact analysis.
3. Students will be able to differentiate between budgets in different settings of the sport industry such as the public sector sports, collegiate athletics, and professional sports.

**MSPT 612: Management of Facilities and Events:** Students will develop the leadership required to implement best practices in the development and management of sport and recreational venues and events. Topics will include facility design, planning, safety concerns, maintenance, and scheduling. Prerequisite: Financial Models in Sport (MSPT 609); Sport Promotion, Marketing and Public Relations (MSPT 606).

Learning Outcomes, MSPT 612:

1. Students will be able to integrate current theoretical foundation of sport facility and event management with real-world application.
2. Students will be able to apply principles of financing, marketing, implementation, and evaluation to both facility and event management.

### **List of Electives, Sport Leadership:**

Data Analytics for Managers (MBUS 500); Workforce Training & Development (MHRM 645); Assessment, Evaluation & Planning (MORG 625); Leadership Coaching (MORG 600); Strategic Leadership & Organization Design (MORG 675); Higher Education Administration (MHED 610); Higher Ed: Past, Present & Future (MHED 620); MHRM 515 is Prereq. MHRM 515 is Prereq.); Entrepreneurship & New Venture Strategy (MBUS 509)