

SPORTS MANAGEMENT (MSS)

MSS 505 RESEARCH METHODS AND ANALYTICS IN SPORTS MANAGEMENT 3 Credit

This course provides a broad introduction to data analysis and statistical methods, as they relate to the sports industry. Students will learn how to use these methods to better understand and analyze issues central to sports management. Quantitative tools are used as part of a larger exploration of the business economics of sports. Financial, statistical, and mathematical models as they relate to sports team administration, marketing, and business management are examined. The course introduces students to data and models relating to sports business tactics and strategy. In addition, sports performance measurement and analytics is introduced.

Grade Mode: Standard Letter
Course Offerings: Web Based

MSS 510 MANAGEMENT AND GOVERNANCE OF SPORT ORGANIZATIONS 3 Credit

Governance, management, planning, organization, human resources and evaluation of sports activities and organizations are presented in this course. Topics included are: psychological, social and international foundations of sports management, scheduling, personnel management, budgeting, safety, game management, conferences, leagues, governing bodies and gender equity. Organizations examined and discussed include the NCAA, NAIA, FIFA, IOC, NFHS, NFL, Little League, Pop Warner Football, Youth Soccer, NBA, NHL, MLB, and MLS.

Grade Mode: Standard Letter
Course Offerings: Web Based

MSS 515 SPORT MARKETING, MEDIA & REVENUE DEVELOPMENT 3 Credit

This course takes an in depth view of the principles of marketing and how they are applied to the field of sport. They are evaluated in terms of the elemental marketing mix, which includes product, place, price, promotion, and public relations. Applications of principles for marketing, media and revenue development to the sports industry are evaluated and analyzed. The relationship between the three areas is examined and ways to make it a symbiotic relationship are explored. Practical approaches to revenue development are also examined.

Grade Mode: Standard Letter
Course Offerings: Web Based

MSS 525 ADVANCED EVENT AND FACILITY MANAGEMENT 3 Credit

Concepts of planning, facility management and of conducting sports-related events, from inception to completion, are examined in this course. Facility safety, maintenance, budgeting, event evaluation, facility design and staffing are also covered. The class addresses practical applications, as well as different strategies to event and facility management. Particular emphasis is placed on the evaluation of events and critical reflection on how to improve an event. (10 hour practicum requirement in an event or facility management setting).

Grade Mode: Standard Letter
Course Offerings: Web Based

MSS 530 SPORTS LAW, ETHICS, CONTRACTS & NEGOTIATIONS 3 Credit

This course introduces the theories and concepts of applied ethics by focusing on legal questions, race and gender issues, contracts, negotiations, public relations, budgeting, recruiting (in the collegiate context), evaluations, personnel, exploitation, and athletic reform in both the corporate and collegiate sport industries. Awareness of legal implications for the industry reduces the probability of litigation.

Grade Mode: Standard Letter
Course Offerings: Web Based