

MASTER OF SPORT MANAGEMENT, PLAN C, BUSINESS FOUNDATIONS SPECIALIZATION

Graduates of the Master of Sport Management, Plan C, Business Foundations Specialization become mid-to-high level sport industry leaders in domestic and global, as well as private, public, and non-governmental sport organizations. Students are prepared to pursue leadership roles within sport organizations, equipped with critical understandings and tools for effective responsiveness to the shifts in industries of sport. Graduates of the program gain practical and theoretical knowledge to pursue a range of mid-high level positions in sport. This specialization has a focus on preparing managers across the sport industry. All curriculum of the program is geared towards providing students with the necessary skills and knowledge to become successful sport industry leaders.

Requirements Effective Fall 2020

Code	Title	Credits
Required Core Courses:		
SPMT 523	Communications and Media in Sport	2
SPMT 533	Economics and Data Analytics in Sport	2
SPMT 545	Sport Governance and Policy	2
SPMT 560	Sport Law	2
SPMT 562	Sport and Ethics	2
SPMT 572	Sport Organizational Communication	2
SPMT 641	Sport Management Capstone	2
SPMT 687	Sport Management Internship	2-4
Required Specialization Courses:		
BUS 500	Business Systems and Processes	2
BUS 601	Quantitative Business Analysis	2
BUS 614	Accounting Concepts	2
BUS 640	Financial Principles and Practice	2
BUS 655	Marketing Management	2
Select a minimum of 4 credits from the following electives:		4
MKT 568	Sport Marketing	
SPMT 547	Contemporary Sport, Society and Globalization	
SPMT 554	Sport and the Environment	
SPMT 561	Sport Facility and Event Management	
SPMT 575	Risk Management in Sport	
SPMT 592	Sport Management Seminar	
Program Total Credits:		30-32

A minimum of 30 credits are required to complete this program.