

MASTER OF SPORT MANAGEMENT, PLAN C, BUSINESS FOUNDATIONS SPECIALIZATION

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	Foundations for Business Impact	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.