

# MASTER OF SPORT MANAGEMENT, PLAN C, BUSINESS FOUNDATIONS SPECIALIZATION

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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.