

# SPORT MANAGEMENT

## Program of Study

This is a focused, yet flexible 36-credit hour graduate program designed to meet the needs of today's graduate student while developing skilled professionals for the sport industry. The program is structured to offer small class sizes, flexible format for content delivery and interaction with industry professionals and full-time faculty. Offering an internship or a thesis track, students may select the format that best fits their abilities and accommodates their future interests in sport. The rigorous curriculum and experiential learning requirements are specifically designed to provide students with the skills necessary to be successful in a broad range of sport industry opportunities or to move on to further study if they desire.

The Niagara University sport management program has a long history of providing outstanding experiential opportunities for its students. The program has an established network of industry relationships that will assist students in finding the right opportunities for them. Examples include the NFL Experience and the Super Bowl, MLB Spring Training, various NCAA championship events and working relationships with professional and college sport organizations in Western New York and around the country. Not only will students have contact both in and out of the classroom with sport industry leaders, but the six-hour internship option in the program will allow students to maximize the benefit such experiences can provide.

Niagara University is home to an NCAA Division I athletic program, providing valuable on-campus opportunities for students in college athletics administration. Additionally, through the College of Hospitality and Tourism Management, the program has established partnerships with a variety of sport facility and event managers throughout the United States. Finally, students with an interest in recreational sport will be able to find opportunities with local government and not-for-profit agencies as well.

## Career Outlook

Upon completing the program, students will be prepared for employment in a variety of sport organizations including professional sport franchises, college athletic programs, stadiums and arenas and recreational sport settings. They can expect to compete for management positions in operating areas such as facility and event management, including game day operations and concessions management, ticket sales, marketing, promotions and fundraising, media relations, rules compliance and recreational program management.

## Master of Science in Sport Management Admission Requirements

The admissions requirements for this program include

- an undergraduate degree
- a cumulative 3.0 GPA supported by undergraduate transcripts
- two letters of recommendation
- a resume
- personal statement of intent

Students with an overall undergraduate GPA of less than 3.0 will be required to provide GRE or GMAT scores. Significant work experience in a related field may be considered to supplement these requirements.

The sport management program director can answer any questions concerning admission requirements.

## Masters

- Sport Management, M.S. (<http://catalog.niagara.edu/graduate/programs-az/hospitality-tourism/sport-management/sport-management-ms/>)

## Courses

### SPM 525 — Strategic Management in Sport and (3 credits)

This course provides students the opportunity to examine in-depth, unique areas of need in the field of sport management including human resource management, risk assessments, public relations, educational settings and non-for-profit organizations with an eye toward forming the foundation for future issue identification and areas for further study.

### SPM 533 — Technology & Info. Mgt. (3 credits)

This course will provide students with an understanding of computers for use in conducting research in a sport setting using a statistical software package (SPSS). Students will develop a fundamental understanding of the use of computers for management applications and be able to integrate these applications to actual sport related activities.

### SPM 535 — Issues & Ethics (3 credits)

This course focuses on sport as social and cultural phenomena using sociological concepts and critical thinking to investigate such issues as how sport and sport participation affect our lives and how sport impacts our ideas about masculinity, femininity, class inequality, race and ethnicity, work, fun, achievement, competition, individualism, aggression and violence and how sport is connected with important spheres of social life in societies.

### SPM 541 — Special Topics Seminar in Sport (3 credits)

This course will allow the student to focus in-depth on a segment of the sport industry of interest to them, require the student to do directed reading, discussion and presentations pertaining to that segment of the sport industry. It is intended that the student focuses on an area where they will pursue practical experience including the structured internship.

### SPM 545 — Research Methods (3 credits)

This course will provide the student with an introduction to the spirit and theory of research tying the scientific method and application to the sport management profession. Methods of problem identification, statement of testable hypothesis, design, summation of findings, research reporting, and writings will be examined.

### SPM 555 — Sport Marketing (3 credits)

This course includes an in-depth study of sports marketing and its influence on the accomplishment of objectives in sport. It involves a thorough review of the product and service, and details bringing the product to market. Topics include advertising, promotions, public relations, location, pricing, sponsorships, licensing, market segmentation, and the role of research.

### SPM 560 — External Relations (3 credits)

This course is designed to provide a student with an understanding of the field of public relations, communications, development and support organizations as they apply to sport organizations. An understanding of public relations planning is provided as well as a study of the concepts of sports fundraising. It provides a framework within which development staff, managers, and directors can operate and develop fundraising programs and create support.

**SPM 573 — Event & Facility Mgt. (3 credits)**

This course will examine all aspects of the management of sport facilities and events, including development, planning, staffing, operations, and evaluation. Students will study the relationships between the respective parties among ownership, management and the event itself.

**SPM 580 — Legal & Regulatory Environ. (3 credits)**

This course will provide a basic understanding of legal concepts as they apply to the recreation and sport business. Lectures will focus on legal issues within both amateur and professional sports and will incorporate case law and other materials from both the text and outside sources. Students are encouraged to pursue outside legal readings in particular areas of interest.

**SPM 585 — Financial Management in Sport/Recreation (3 credits)**

This course focuses on the importance of understanding the nuances of financial management within sport and recreation organizations. It will discuss how sport and recreation organizations manage money efficiently and effectively through revenue development and expenditure choices and requirements. The course focuses on the importance of understanding, preparing and defending operating and capital budgets for sport and recreation organizations.

**SPM 593 — Sport Management & Recreation Internship (3 credits)**

Students will be expected to complete a 400 hour structured and supervised internship with an organization in a segment of the sport industry of their choosing. The internship will contain an advanced level of creativity and responsibility for the student. The student will set goals with a supervisor and will be evaluated on those goals. A final reflective paper will be required.

**SPM 593.01 — Sport Management & Recreation Internship (3 credits)**

Students will be expected to complete a 400 hour structured and supervised internship with an organization in a segment of the sport industry of their choosing. The internship will contain an advanced level of creativity and responsibility for the student. The student will set goals with a supervisor and will be evaluated on those goals. A final reflective paper will be required.

**SPM 595 — Structure & Function of Sport/Recreation (3 credits)**

This course provides an analysis of professional and amateur sport organizations from a governance and policy perspective. It takes an in-depth look at the governing authorities of sport and recreation organizations in various contexts, including professional sport organizations, amateur and nonprofit sport organizations, Major Games host organizations, NCAA governing bodies, community sport clubs, etc. This course is designed to provide a greater understanding of the role of power, politics and governance in the administration and management of sport and recreation on a global scale.

**SPM 598 — Thesis I (3 credits)**

This is the formal development of an original research project under the direction of a faculty committee. Students will identify an original question to study, develop hypotheses collect and interpret data as appropriate. The thesis experience includes the planning and presentation of an oral proposal defense and an oral final defense of a completed research manuscript.

**SPM 599 — Thesis II (3 credits)**

This is the formal development of an original research project under the direction of a faculty committee. Students will identify an original question to study, develop hypotheses collect and interpret data as appropriate. The thesis experience includes the planning and presentation of an oral proposal defense and an oral final defense of a completed research manuscript.