

Sports Management (SPMT)

SPMT501 History, Culture, and Sport Policy (3 semester hours)

This course focuses on the study of historical, cultural, and sport policy variables within Athletic Development Management. Students will evaluate the relationships between athletes and stakeholders through the theoretical concepts of sociology, physiology & kinesiology, psychology, sport management, business, and coaching. They will analyze the role of specific sports' policies and play from the perception of an athlete, coach, and stakeholder. Nuances of specific sports are examined through historical sporting events, athletic achievements, and National & International governance of amateur and professional sport.

SPMT600 Research Methods in Sports and Health Sciences (3 semester hours)

This course is a study of theories and practices in sports and health sciences research. It focuses on theoretical and methodological approaches to the study and research of contemporary sports and health issues. The course teaches the student to design their own empirical research, and evaluate the research of others. It begins with an introduction to the field of sports and health science research. It then concentrates on teaching the details of health science research design. The course takes the student step-by-step through qualitative, comparative, and quantitative research design and analysis methods.

SPMT601 History, Culture, and Social Contexts of Sport (3 semester hours)

Students in this course will use analytical techniques to examine the theoretical, historical, social, and cultural aspects of sport. For the historical aspect, they will explore sociological issues over the ages from ancient times through to modern times. Students will discuss how sport and human life intermix in relation to cultural aspects. In addition, several issues of the social context will be identified and discussed with an emphasis on the philosophical, physical, religious, and other contemporary topics in sport.

SPMT602 Collegiate Sports Administration (3 semester hours)

Students in this course will explore principles, techniques, and process related to the management of college athletics. It is important in today's dynamic environment of collegiate athletics that students employ effective leadership and management principles. Through analyzing case studies, students will demonstrate problem solving related to handling athletic personnel and program issues. Studying collegiate athletic administration involves interpreting NCAA By-laws, including a comparison between division I, II, and III compliance regulations. To ensure readiness for athletic management, students will evaluate the duties of an athletic director and create a strategic plan for an athletic department, including a mission statement and comprehensive budget. Lastly, students will determine the critical steps to getting hired in collegiate athletics. Students will also prepare a portfolio, including an application letter and resume customized for applying for a position in athletic administration at the collegiate level.

SPMT603 High School Athletic Administration (3 semester hours)

This course is a study of one of the most complex professions in secondary education – high school athletic administration. The topics include leadership and management roles in sports/athletic administration, high school sports finance and budgeting, student-athlete issues, association regulations and guidelines, and other issues focused on the array of sports disciplines, coaches, and programs at the high school level.

SPMT605 Coaching Leadership (3 semester hours)

Students in this course will learn what it takes to be a successful leader in the coaching profession. Leadership involves one or more people influencing others in effort to achieve a common goal; coaching leadership focuses on the playing arena. Students will learn strategies to effectively communicate with their players, fellow coaches, parents, administrators and other constituents who impact their program. Coaches need to be able to think on their feet, make decisions under stressful situations, while always keeping the needs of their players and team foremost in their mind. Motivation, management and creative problem solving are critical to successful coaching leadership. Students will compare and contrast how some of the most successful coaches in the business have created their formulas for success; looking at common themes of successful coaches while also learning the importance of incorporating one's own personality into the process. Students will create a coaching manual that can become their personal coaching bible starting with their coaching philosophy and culminating with their goals and strategies.

SPMT606 Techniques in Coaching Strategy (3 semester hours)

Students in this course will use analytical techniques to examine coaching strategies. Methods, practices, and approaches that apply across a number of sports disciplines will be discussed. Students will study several issues related to coaching preparation. Students will research, strategize, and reflect on past, present, and future coaching strategies. Course topics will address coaching philosophy, technique, time management, character, teaching, nutrition, and physical training. Methods for learning will include critical thinking, decision making, and analytical skills necessary to form an effective coach.

SPMT607 The Sports Industry (3 semester hours)

This course is a study of the sports industry across all of its disciplines, functions, economics, leaders, and organizations. It is a macro view of sports as a major component of the modern corporate, social, economic, and recreation world. The industry is studied in detail in many different aspects as it exists in society. Key aspects of the sports industry history, contemporary situation, and future outlook are addressed.

SPMT609 Sports Marketing, Promotion, and Public Relations (3 semester hours)

This course focuses on the marketing, promotions, public relations, and communications involved in the multi-billion dollar sports industry. The course provides research, case analysis, and other opportunities to learn of the effective principles, theories, practices, and methods involved with all aspects of sports communications.

SPMT610 Sports Finance (3 semester hours)

The main thrust of this course is the application of principles and practices of financial management, as it applies to organizations in the sport industry. This course seeks to develop the financial skills necessary to gain an understanding of an array of financial concepts that impact sport managers. Students will examine financial strategies related to sport entities and organizations and will be introduced to current economic and financial issues that impact the sport industry. Included in the course are the basics of accounting, budgets and budgeting systems, performance measures creation, and financial statement evaluation for the purpose of cost analysis and planning. Other topics include budget development, funding, capital projects, economic impact, and supply and demand in the sport industry.

SPMT612 Sports Event Management (3 semester hours)

This course provides students with the fundamental knowledge and skills for designing and managing sport and recreation facilities and organizing sport events. Included in the course are topics related to planning for events and tournaments, scheduling of facilities and events, and overall management of events. Students will examine several different types of sporting events from local tournaments to the Olympics. The course will also delineate the factors involved in the planning, design and management of events while examining the social, economic and environmental impacts of sporting events on the host community. Throughout the course students are encouraged to attend and/or volunteer at sporting events to put the course knowledge in to practice.

SPMT613 Sports Entrepreneurship (3 semester hours)

This course focuses on the entrepreneurial opportunities in the sports industry, to include sports management, sports franchise, sports agency, and small sports business management professions and programs. The course focuses heavily on the business plan, financial, and planning issues associated with entrepreneurial and small business ventures. Students will develop their own entrepreneurial sports plan as an independent research project for this course.

SPMT614 Coaching Theory, Methods, and Issues (3 semester hours)

This course focuses on current coaching theories, methods, practices, and outcomes. Students will consider the origin, development, and arguments surrounding the character of American sport. Topics include a study of coaching principles, practical coaching situations, great coaches and their methods, decision making in coaching, coaching ethics, and other contemporary issues in 21st century collegiate and high school coaching. Students are also exposed to the importance of computers and the Internet to today's coaches.

SPMT620 Leadership and Management in Sport (3 semester hours)

This course examines contemporary and productive management principles and concepts used throughout the sports industry and various sport organizations. Through this course, students will learn skills related to creative problem solving and strategic planning, while developing the skills to lead, organize, and delegate in managerial and leadership positions.

SPMT630 Sales and Promotions in Sport (3 semester hours)

This course focuses on the fundamental roles of developing, activating, and managing sport sponsorship through sales and promotion. Through shared practical examples, this course will view how to generate ticket sales through sport promotion and how to utilize e-commerce as a promotional tool in sports.

SPMT650 Legal Issues in High School Athletic Administration (3 semester hours)

This course examines legal issues and considerations facing interscholastic athletic administrators. Major issues explored in this course include managing risk and liability within an interscholastic athletic department and complying with Title IX and gender equity policies. In addition, this course will focus on development of an effective risk management program designed for interscholastic athletics. (Prerequisite: SPMT603)

SPMT696 Experiential Learning and Practicum Experience in Sports Management (6 semester hours)

This course is designed to provide students experiential learning in the field of sports management. Students will apply knowledge gained throughout the sports management graduate program to a professor-approved practicum site. The practicum consists of 160-180 hours of supervised field work over 16 weeks. Throughout the 16 weeks, students will share their practicum experiences with their instructor and classmates through course dialogue and complete a concluding activity designed to culminate programmatic objectives of their graduate program. The experience will entail a partnership between the student, an outside organization, and a supervising professor who is responsible for directing the intellectual content and outside activities of the practicum. To qualify, the student must identify and obtain approval for an organization/project of interest and select and obtain approval for a workplace mentor prior to registering for the course.

SPMT697 Sports Management Capstone (3 semester hours)

This course requires students to complete a culminating research project based from theories, research methods and analytical skills, and substantive knowledge obtained through their master's curriculum in sports management. Research options involve concepts and applications covered throughout the student's learning experience in the master's curriculum; including marketing, finance, leadership, sociology, legal considerations, and sociology relative to sports management and the sports industry. NOTE: This course may not be taken until all other courses are COMPLETED and student has a 3.0 GPA.

SPMT698 Comprehensive Exam for Sports Management (0 semester hours)

THIS COURSE REQUIRES A PROCTORED EXAM. This comprehensive final examination is for students in the Master of Sciences in Sports Management. IMPORTANT: You must have COMPLETED all other courses in the program and have a GPA of 3.0 in order to register for this course. As a Sports Management student, you must pass this comprehensive exam in order to have your degree conferred. The comprehensive exam must be taken by the course end date or a failing grade will be posted. If you fail your first course attempt to pass the comprehensive exam, you will need to get approval to register for a second attempt of the course and BOTH final course grades will show in your transcript.

SPMT699 Sports Management Practicum and Integration Project (3 semester hours)

The experiential or practical component of the course aims to apply learning in an aspect of interest related to the degree and concentration in Sports Management. The Masters of Science in Sports Management requires students to complete a cumulative hourly requirement of volunteering their services in a specific industry work environment. It is understood to be a supervised practicum which requires approval by APUS before entering into the relationship with the organization. The selection of an organization or site for the practicum must relate to the content of the student's course work and/or concentration. Students will be involved with the experiential learning process through volunteering and completing an Integration process which describes concepts and skills developed through the experience. This course may not be taken until all other courses are COMPLETED and student has a 3.0 GPA.