SPORT ADMINISTRATION

SPORT ADMINISTRATION ONLINE

Program Director: Shawn O’Rourke
Faculty: Nicolas Lorgnier

Degree: Master of Science

Introduction
The master’s degree program in sport administration provides graduate candidates with the skills needed to effectively manage a wide range of sport-related enterprises including intercollegiate athletics, amateur and professional sports, sport-marketing firms, special-event management, and facility management. It is designed for students who are currently in or plan to enter professional staff and management positions in the public and private sectors.

The sport administration program also includes a business management core of courses in accounting, economics, statistics and management offered in the AACSB-accredited M.B.A. program of the Richard J. Wehle School of Business. More information can be found at the program website (https://www.canisius.edu/academics/programs/sport-administration).

Admission
Applicants must meet the general requirements for admission to graduate work in education. In addition, applicants must submit two letters of reference, a resume and a written essay describing their background in sport activities and career goals.

Curriculum

Program Details

<table>
<thead>
<tr>
<th>Code</th>
<th>Title</th>
<th>Credits</th>
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</thead>
<tbody>
<tr>
<td>MSA 520</td>
<td>Leadership in Sport</td>
<td>3</td>
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<tr>
<td>MSA 550</td>
<td>Strategic Sport Marketing</td>
<td>3</td>
</tr>
<tr>
<td>MSA 560</td>
<td>Moral and Ethics in Sport</td>
<td>3</td>
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<tr>
<td>MSA 611</td>
<td>Risk Management and Contract Negotiation</td>
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<tr>
<td>MSA 660</td>
<td>Sport Finance and Business</td>
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<tr>
<td>MSA 799</td>
<td>Internship in Sport Administration</td>
<td>6</td>
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</tbody>
</table>

Total Credits: 33

Required Course: 2
Elective Course: 30 credits of required and 3 credits of elective courses

Add:

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<tbody>
<tr>
<td>MSA 621</td>
<td>Rule Compliance Intercollegiate Athletics</td>
<td>3</td>
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</table>

Add:

Learning Goals & Objectives

Learning Goal 1 (Knowledge-Observed in Writing)
Candidates in the GR Sport Management programs will demonstrate content and professional knowledge necessary for successful performance in their field.

Students will:
- Demonstrate an understanding of the common principles of sport management; sport leadership; sport operations management; event and venue management; and sport governance.
- Demonstrate an understanding of the principles of finance, and the economics of sport as they fit into national and international economies.

Learning Goal 2 (Knowledge – Observed Skills and Dispositions)
Candidates in the GR Sport Management programs will demonstrate professional skills and dispositions necessary for successful performance in their field.

Students will:
- Demonstrate the ability to communicate with various public and professional audiences through written texts, oral discussions, and multimedia presentations.
- Demonstrate skill in the application of the basic principles of interpersonal and mass communications through interaction with internal and external sport publics.
- Demonstrate essential management and business related skills in the workplace.
Examined.
program selection and scheduling of sport and fitness facilities will also be
examined. In addition, management principles and concepts as they affect
Financial, legal, and safety issues relevant to operating facilities will be
MSA 530 Managing Sport Facilities

MSA 599 Independent Study
Prerequisite: permission of the instructor, department chair, & associate dean.

MSA 613 Organizational Behaviors
3 Credits
Presenting existing research, theories and models explaining how individual
and group behavior and processes shape the internal dynamics of
organizations. Provides the foundation to understand contemporary debates
concerning alternative organizational designs and management practices.

MSA 611 Risk Management and Contract Negotiation
3 Credits
This course is directed at understanding basic legal concepts in the
sport setting. As a practical matter, the course will aid the student in
recognizing how these legal concepts can be applied in the administration
and management of sport programs, facilities and personnel.

Learning Goal 3 (Service)
Candidates in the GR Sport Management programs will demonstrate
willingness to use their skills to benefit and serve society. Within the
contexts of their work, candidates promote authentic learning, social and
emotional development, and a commitment to social justice in environments
that foster respect for diversity and the dignity of all.

Students will:

• Demonstrate understanding of the critical social, psychological, and
philosophical base issues of the sport environment.
• Demonstrate understanding of moral and ethical implications of sport
policy and strategies.

Learning Goal 4 (Professionalism)
Candidates in the GR Sport Management program will demonstrate self-
reflection as a habit of mind, continuously assessing and refining their
professional practice as they construct a rich repertoire of research-based
knowledge, skills, and attitudes for effective performance ensuring that all
students and/or clients have optimal opportunities to learn and grow.

Students will:

• Learn to ask challenging, probing questions and seek thorough, well-
rounded answers.
• Act with integrity and fairness to ensure a professional system of
accountability for every student’s academic and social success and will
model principles of self-awareness, reflective practice, transparency,
and ethical behavior.

Learning Goal 5 (Leadership)
Candidates in the graduate Sport Management programs will become adept
at applying their acquired knowledge in the process of evaluating their own
professional performance and decision-making with respect to its impact on
students and/or clients, organizations, and wider community.

Students will:

• Demonstrate the ability to assume leadership roles in various
professional settings and work effectively with diverse groups and
organizations seeking to improve the performance of those they lead.
• Understand and can anticipate and assess emerging trends and initiatives
in the sport environment.

Courses

MSA 520 Leadership in Sport
3 Credits
This course will examine the concepts relating to efficient management and
leadership of the sport industry. Emphasis will be placed on principles and
techniques of management relating to programs, facilities, special events
and personnel.

MSA 530 Managing Sport Facilities
3 Credits
This course is designed to provide learning experiences in the administrative
tasks of planning, managing, and operating various types of athletic facilities.
Financial, legal, and safety issues relevant to operating facilities will be
examined. In addition, management principles and concepts as they affect
program selection and scheduling of sport and fitness facilities will also be
examined.

MSA 550 Strategic Sport Marketing
3 Credits
A study of marketing concepts with application to sport organizations.
Topics include promotions and public relations, sport consumer behavior,
strategic market planning, marketing information management, marketing
communications, branding and sponsorship sales.

MSA 560 Moral and Ethics in Sport
3 Credits
This course helps students establish a fundamental philosophy for sport in
their personal and professional life. The course addresses the decision to be
involved in sports in a professional capacity, the decisions that drive actions
and decision-making in professional life and the formulation of a personal
ethical code.

MSA 565 Sport Communication
3 Credits
A study of basic knowledge and understanding of media relations in sport.
Emphasis on building and managing an effective media relations program at
the intercollegiate and professional levels. Examines news releases, home
town features, contest management, press conferences, statistics and
publications.

MSA 599 Independent Study
1-3 Credits
Independent studies require an application and approval by associate dean.

MSA 611 Risk Management and Contract Negotiation
3 Credits
This course is directed at understanding basic legal concepts in the
sport setting. As a practical matter, the course will aid the student in
recognizing how these legal concepts can be applied in the administration
and management of sport programs, facilities and personnel.

MSA 613 Organizational Behaviors
3 Credits
Provides the foundation to understand contemporary debates
concerning alternative organizational designs and management practices.

MSA 621 Rule Compliance Intercollegiate Athletics
3 Credits
This course will provide an overview of the NCAA’s governance structure
and legislative process, as well as the role of on-campus athletics compliance
officers. Using case studies from the NCAA’s major and secondary
infractions database, students will examine each of the NCAA’s operating
bylaws: amateurism, recruiting, eligibility, financial aid, awards and benefits
and playing and practice seasons. Students will learn how rules violations
are investigated, reported and processed (and maybe even avoided), and
how the role of the NCAA’s enforcement staff and infractions committee
impacts rules compliance in intercollegiate athletics.

MSA 631 Intercollegiate Athletics
3 Credits
An introduction to the management of intercollegiate athletics and a review
of the organizational structure of the intercollegiate athletic department,
conferences and the NCAA. Analysis of prevailing issues in college athletics
including financial trends, academic recruiting, legislation, conference
realignment, reform and Title IX/gender equity.

MSA 641 Professional Sport
3 Credits
This course is aimed at providing an overview of professional sports and their
leagues, including organizational structure and the associated job market.
The emphasis will be placed on sports outside of the four major leagues, such
as the PGA, WNBA, LPGA, and NASCAR.

MSA 650 Special Events
3 Credits
Overview of all elements involved in sport event management. Key
components of the course include practical application at actual events and
interaction with industry experts, as well as creation and implementation of
a major class event to benefit a local charity. A strong emphasis is placed on
coursework outside of the classroom environment.
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<td>MSA 660</td>
<td>Sport Finance and Business</td>
<td>3</td>
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<tr>
<td></td>
<td>An overview of general business economics and financial principles. Topics include private and public sector funding, economic impact analysis, sponsorship, partnerships and fundraising related to sport and sport organizations.</td>
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<tr>
<td>MSA 661</td>
<td>Guest Service Professional</td>
<td>3</td>
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<td>This course provides guidelines and best practices for providing excellent customer service that will enable frontline associates and service staff in back-up and support roles to build, maintain, and increase a loyal customer base in professional sport.</td>
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<tr>
<td>MSA 670</td>
<td>Globalization of Sport</td>
<td>3</td>
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<td>This course is an interdisciplinary examination of sport as a global phenomenon. Historical, cultural, political, economic, management and governance perspectives will be considered. Focus will be given to international football and sport leagues and teams, the globalization of sport, market dynamics, and social impact.</td>
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<td>MSA 798</td>
<td>Internship in Sport Administration</td>
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<td>Individually structured work-related independent research guided by a faculty/staff member. The goal is to integrate student’s academic experience with that of the work place. Research report required.</td>
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<td>MSA 799</td>
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<td>Individually structured work-related independent research guided by a faculty/staff member. The goal is to integrate student’s academic experience with that of the work place. Research report required. <strong>Prerequisites:</strong> completion of all other required courses and the signature and approval of program director.</td>
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<tr>
<td>MSA 899</td>
<td>Practica for International Students</td>
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<td>Allows the international student to learn and gain experience in the workings of a sport and/or entertainment organization in the United States.</td>
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**Prerequisites:**
Completion of all other required courses and the signature and approval of program director.