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.

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.

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.

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.

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.

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.

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.

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Allows the international student to learn and gain experience in the workings of a sport and/or entertainment organization in the United States.