

SPORT MANAGEMENT GRADUATE CERTIFICATE

Overview

Rider's Sport Management Graduate Certificate program is designed to provide its students with an edge to enter into, or enhance their current business careers, in the continually growing sports industry, deemed one of the most challenging industries to break into. The curriculum develops students' breadth of knowledge on sport management business ideologies, as well as their ability to apply these concepts to the sport business industry to become effective leaders and decision makers in this unique field.

Situated in Central New Jersey, Rider University is uniquely positioned between two of the largest sports cities in the U.S., New York and Philadelphia, and in a state with numerous sports leagues, associations and businesses. This proximity allows Rider's Sport Management program to build relationships with sports industry employers that benefit Rider students in the classroom and in the job market.

Current MBA and MAcc students can earn the Sport Management Certificate, while pursuing their graduate degree, with minimal additional courses.

Program Requirements

1. Communication skills with a particular emphasis on sport management concepts and modes of operation;
2. Information literacy, which includes the research and collection of information, evaluating its quality and synthesizing it for effective use within the organization;
3. Analytical and critical thinking including identifying issues occurring in the sport industry and organizations, applying quantitative or qualitative problem-solving tools, drawing logical conclusions through critical analysis, and making strategic decisions for the organization.
4. Ethics and social responsibility, which includes the ability to identify and evaluate ethical and social responsibility issues within the sport industry and organizations and understand their impact on decisions within a diverse personal and professional setting.

Certificate Awarded

- Graduate Certificate in Sport Management

Contact

Dean's office
Graduate Programs
Sweigart Hall
gradbusiness@rider.edu

Sport Management Graduate Certificate Requirements

(12 credits)

Core Curriculum

Code	Title	Credits
Complete the following courses:		
PMBA 8402	The Business of Sports	3
PMBA 8403	Sport Analytics ¹	3
PMBA 8404	Sports Marketing	3
PMBA 8405	Legal and Ethical Issues in Sports	3
With permission of the Dean's Office, students may replace one of the courses listed above with one of the following options:		
PMBA 8902	Independent Studies in Business Administration	
PMBA 8905	Internship	
Total Credits		12

¹ PMBA 8051 - Fundamentals of Statistics is a prerequisite for this course. It may be waived with previous coursework. Email gradbusiness@rider.edu

Certificate Completion

To complete the BA Certificate Program, students must meet the following requirements:

- Overall GPA of 3.0 in the Business Analytics Certificate Program;
- Cannot have any grades below at "C".

Courses and Descriptions

PMBA 8402 The Business of Sports 3 Credits

This course examines diverse managerial issues involving the sports industry. The course covers topics at the league level, the team level, the athlete-agent level, and the college level. The constituencies with interests in sports issues such as athletes, fans, media, companies, advertisers, and legislators are discussed along with global aspects of sports enterprises. Valuation issues related to sports teams are also covered. The course is designed to integrate all aspects of businesses as they apply to sports with an emphasis on strategy, management, marketing, and finance.

PMBA 8403 Sport Analytics 3 Credits

This course will address the theory, development, and application of analytics in sports. Analytics refers to the use of data and quantitative methods to measure performance and make decisions. Students will learn about the application of analytics in sports for purposes of strategy, player performance, team management, sports operations, and fantasy competitions. The class will consist of hands-on labs, a data project, a research project, quizzes, and online discussions. Students will work on projects related to the use of analytics in the various professional sports leagues and college sports. This course assumes a basic level of skill working with Microsoft Excel.

Prerequisite(s): PMBA 8051 or waiver.

PMBA 8404 Sports Marketing 3 Credits

This course explores the complex and diverse nature of sports marketing. It applies fundamental marketing concepts to the sports industry, including the marketing mix, consumer behavior, marketing research, segmentation analysis, and assessment of marketing programs specific to sports. Guidelines for the formulation of marketing plans and strategies will be included. Trends, issues, and problems influencing the industry will also be examined. Discussions cover professional, collegiate, non-profit, and other areas of the sport industry.

PMBA 8405 Legal and Ethical Issues in Sports 3 Credits

The purpose of the course is to familiarize the students with the business of sports and various issues related to sports management. Legal, ethical, economic, social and managerial issues related to sports will be addressed. Sports law issues which will be covered include tort law, contract law, employment discrimination, antitrust law and constitutional law. Also covered will be the structures and authority of the organizations involved in amateur and professional athletics.

PMBA 8902 Independent Studies in Business Administration 3 Credits

Involves a program determined by the individual faculty member and approved by the program director. Written assignments are required as part of this rigorous academic experience. Students are eligible for a maximum of one independent elective and should have completed at least three breadth courses prior to the start of the independent study.

Prerequisite(s): Completion of MBA pre-program courses and permission of the Dean.

PMBA 8905 Internship 1-3 Credits

In order to supplement in-class learning with practical training, an internship may be taken for up to three elective credits. The internship may not be performed at a student's current employer. An internship may only be taken if the student has been enrolled for at least one full academic year and, during the semester they receive credit for the internship, the student is taking at least three graduate-level classes (including the internship course). The course will be supervised by a full-time faculty member and will follow a structure similar to that of an independent study. Course grades will be determined by evaluations from the student's on-site supervisor, as well as the sponsoring faculty member.

Prerequisite(s): Completion of MBA pre-program courses and permission of the Dean.