

# SPORT MANAGEMENT (SPT)

## Courses and Descriptions

### SPT 250 Introduction to the Business of Sports 3 Credits

This course is designed to introduce the student to the business of sports. Business principles, such as management, marketing, law, finance and economics will be applied to the business of sports. The course will also explore the various career opportunities in the world of sports.

### SPT 270 The Business of Amateur Sports: Inside the NCAA and College Athletics 3 Credits

This course provides an in-depth look at the NCAA's role in governing college athletics. Students will engage in discussions and analysis of key issues, including NCAA history, governance, amateurism, finances, and ethics in collegiate sports. Emphasis is placed on active participation and peer engagement, with students expected to come prepared through readings and assignments. While not required, prior completion of Introduction to the Business of Sports (SPT 250) is recommended.

### SPT 320 Business of Global Sport 3 Credits

The course explores the diverse challenges and issues facing the managers of sport enterprises in the context of the global marketplace. Issues of governance, cross-cultural interactions and business activities will be examined as they relate to modern sport at the international level. By evaluating case studies and examining current issues in the field, students will gain an understanding of the relationships and responsibilities associated with being a business professional in the global sport industry.

### SPT 322 Sports Analytics 3 Credits

This course will address the theory, development, and application of analytics in sports. Analytics refers to the use of statistical techniques and visualizations 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. Classwork will consist of readings, lectures, discussions, presentations from guest speakers, and hands-on labs. Students will work on projects related to the use of analytics in the various professional sports leagues and college sports.

**Prerequisite(s):** CIS 185, MSD 200 or MSD 205, and SPT 250.

### SPT 325 Financial Management in the Sport Industry 3 Credits

This course is designed to build upon earlier knowledge from courses in economics, accounting and finance that emphasizes the sports industry and the challenge for financial managers in areas such as stadium/arena financing, financial analysis and valuation. Business models and their financial implications for media and sports related enterprises as well as the business of college athletics will also be covered.

### SPT 355 Sports and the Law 3 Credits

Examines the legal, ethical, economic, social and managerial issues related to sports. Topics include liability issues, contracts, employment discrimination, antitrust law, and constitutional law. This course is cross-listed as LAW 355. Students may not get credit for both SPT 355 and LAW 355.

### SPT 444 Selected Topics in Sport Management 3 Credits

This course is offered occasionally with topics and prerequisites set by the Business of Sports Program faculty. This course can be used as an elective for the Sport Management major, Sport Studies minor, or as a free elective. This course is graded on a letter grade basis.

**Prerequisite:** SPT 250.

### SPT 450 Contemporary Issues in Sport Management 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 lectures, discussions, and guest speakers from the sports industry. Students will work on projects related to the use of analytics in the various professional sports leagues and college sports.

**Prerequisite:** SPT 250, senior standing, and completion of 15 credit hours in business of sports coursework or permission of instructor.

### SPT 490 Independent Research and Study 1-4 Credits

Topic to be approved by the professor and chairperson. Available for juniors and seniors. No more than 12 credits allowed toward graduation, which may be counted as a business or free elective.

**Prerequisite(s):** Junior standing, 9 credits in Sport Management courses (including SPT 250) and permission of instructor.

### SPT 491 Sport Management Internship 1-3 Credits

This course provides the student with the opportunity to supplement and apply their classroom work in a supervised employment setting with participating sport-related companies. Requirements include a journal with a log of weekly activities and a paper summarizing their experiences, submitted to the internship supervisor. Evaluation will also include a report by the company on the intern's performance. Students will receive a letter grade based on their internship performance, as well as their performance on the journal and final reflection submissions. Sports related internships can be used to satisfy an elective requirement for the Sport Management Major, Sport Studies Minor and business or free electives.

**Prerequisite(s):** permission of instructor.