

Sport and Recreation Management (SRM)

Courses

SRM 1211. Sport and Society. 3 Credit Hours.

This course is an introduction to the nature, scope, and significance of the total field of sport and recreation management. The course will address the benefits of sport and recreation, the problem areas facing sport and recreation management, the socio-cultural dimensions of sport and recreation as they relate to sport and recreation management, the relationship between sport and recreation behavior and the natural environment, the evolution of the sport and recreation management profession, the institutional basis for the sport and recreation movement in the United States, the governance of sport, career opportunities in sport and recreation management, professional organizations, the roles of professional sport and recreation managers, ethical behavior and ethical codes in sport and recreation management, and current issues and trends in sport and recreation.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Pre Business, Sport Management, Sport & Recreation Management.

Class Restrictions: May not be enrolled in one of the following Classes: Senior 90 to 119 Credits, Senior/Fifth Year 120+ Credits.

Repeatability: This course may not be repeated for additional credits.

SRM 2212. Law and Ethics in Sport and Recreation. 3 Credit Hours.

This course is designed to address the legal and ethical aspects of sport, recreation, park resources, and leisure services. The course will address legal foundations and the legislative process; contracts and tort law; regulatory agents and methods of compliance; the principles and practices of safety, emergency, and risk management related to sport, recreation, park resources, and leisure services; ethical principles and professionalism in sport and recreation management; environmental ethics; legal issues and trends; and professional competence and professional development related to law and ethics in sport and recreation management.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 2213. Budget and Finance Systems in Sport and Recreation. 3 Credit Hours.

Accounting trends as they relate to the sport and recreation industries will be covered. Financial decision-making, including cash management; ratio analysis; asset management; leverage; short, intermediate, and long-term financing will be the course focus. Economic theory will be applied to sport and recreation settings/organizations. Current trends in revenue production, including sponsorships, will be noted. Different types of budgets will be reviewed and students will learn the budget preparation and approval process.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:

(BA 2104|Minimum Grade of C-|May not be taken concurrently)

AND (ACCT 2101|Minimum Grade of C-|May not be taken concurrently)

OR ACCT 2501|Minimum Grade of C-|May not be taken concurrently

OR ACCT 2901|Minimum Grade of C-|May not be taken concurrently)

SRM 2217. Research in Sport and Recreation. 3 Credit Hours.

This course will examine ways that research helps solve practical industry problems in recreation and sports. Topics will include problem identification, the logic of research, research designs, information search strategies, questionnaire development, and data analysis. Written and oral communication skills, as well as the use of data analysis software, will be stressed.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:

BA 2104|Minimum Grade of C-|May not be taken concurrently.

SRM 3211. Management in Sport and Recreation. 3 Credit Hours.

Provides the knowledge required to formulate and manage effectively the resources in a sport or recreation operation. Human resource administration will be a major focus; managerial history, organizational needs, job designs, recruitment process, hiring/firing process, discipline and grievance procedures, motivation and performance appraisals are included. The course will expose the students to the additional associated management functions of budgets and accounting, facility management, risk management, customer service, community relations, and fund raising.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:

HRM 1101|Minimum Grade of C-|May not be taken concurrently
OR HRM 1901|Minimum Grade of C-|May not be taken concurrently.

SRM 3214. Marketing Management in Sport and Recreation. 3 Credit Hours.

An analysis of essential marketing, promotion and sales principles as currently applied in the sport and recreation industries. Guidelines for formulating marketing goals and strategies, inclusive of target marketing, will be included. The marketing mix will be evaluated in terms of specific applications set in both industry segments. Trends, issues and problems influencing the industry will also be examined. Principles of salesmanship, sales techniques, sales strategies, and evaluation of sales performance in light of goal planning and objectives will be covered.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: May not be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 3215. Stadium/Arena Design and Management. 3 Credit Hours.

The Stadium/Arena Design and Management course will require that students closely examine, condense, and digest information on planning, design, construction, and maintenance of stadiums and arenas which may be employed in athletics, leisure, sport, entertainment, recreation, and physical education. The students will prepare materials for class presentations, topics, and problems for discussion and analysis. The class will visit representative facility sites within the area.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sport Management, Sport & Recreation Management.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Repeatability: This course may not be repeated for additional credits.

SRM 3216. Economics of Sport and Recreation. 3 Credit Hours.

This course examines the sport and recreation industries using microeconomic theory for analysis. The topics include league structure, organizational decision making, labor relations, incentive structures and facility financing.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:

ECON 1101|Minimum Grade of C-|May not be taken concurrently
OR ECON 1901|Minimum Grade of C-|May not be taken concurrently.

SRM 3218. Organizational Strategy in Sport and Recreation. 3 Credit Hours.

This course focuses on the strategic challenges confronting firms that compete in the global economy within the sport and recreation industries. It provides students a forum in which to apply and integrate business theories, practices and skills in a global environment. The course examines opportunities for entrepreneurs in the industry through business plan development.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 3220. Special Topics in Sport and Recreation Management. 3 Credit Hours.

Variable content course. See the course schedule for specific topics offered in a given semester.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Repeatability: This course may be repeated for additional credit.

SRM 3221. Athletics Administration. 3 Credit Hours.

The course covers the organization and implementation of college athletics. Theory, principles, and problem areas will be addressed. Goals and policies associated with the administration of college athletics will also be covered, along with the approaches to planning, organizing, directing, controlling, budgeting, and evaluating college athletic programs.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sport Management, Sport & Recreation Management.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Repeatability: This course may not be repeated for additional credits.

SRM 3222. Professional and International Sport. 3 Credit Hours.

The course will cover the current issues related to both professional and collegiate sports. The specific topics will vary from semester to semester in order to address the most pressing issues facing professional and collegiate sports at the time. Issues such as rising costs of stadium and arena construction, increasing corporate involvement, increasing emphasis on younger athletes, increasing concern for security measures, increasing commercialization, increasing pressure for new technology, increasing multiculturalism, and increasing emphasis on benefits-based management will be covered.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sport Management, Sport & Recreation Management.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Repeatability: This course may not be repeated for additional credits.

SRM 3224. Media and Communications in Sport and Recreation. 3 Credit Hours.

The purpose of this class is to give an overview of sports information and media relations as they pertain to collegiate and professional sports. The class will go into detail on how professional teams and institutions deal with the media, including: strategic planning, placement of stories, holding media conferences, writing press releases, oversight of web sites, handling sensitive situations, and game operations.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sport Management, Sport & Recreation Management.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Repeatability: This course may not be repeated for additional credits.

SRM 3225. Recreation and Leisure Service Management. 3 Credit Hours.

This course will provide the knowledge required to formulate and manage effectively the resources in a public or private recreation or leisure service operation. Coordination of resources, inclusive of human, financial, physical, and technological, will be discussed. The course will expose the students to the typical programs and services provided by recreation and leisure service agencies. Emphasis will be placed on career opportunities and professional development.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sport Management, Sport & Recreation Management.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Repeatability: This course may not be repeated for additional credits.

SRM 3226. Consumer Behavior in Sport and Recreation. 3 Credit Hours.

Marketing strategies designed to increase and sustain consumer demand for sport and recreation products and services rely upon an understanding of the individual consumer. This course will examine a variety of personal, psychological and socio-environmental factors that influence attendance and participation in sport and recreation and related consumption behaviors of media usage, purchase of merchandise, and travel. The course will also explore processes that operate within the consumer to understand how individuals make decisions to spend available resources of time and money on sport and recreation consumption activities.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 3227. Advanced Marketing for Sport and Recreation. 3 Credit Hours.

Sport marketing has changed dramatically as the result of increasing competition and environmental change. This course takes a system approach and is designed to extend students' knowledge and experience in marketing of sport and athletic events by first understanding the nature of competition within the industry; second, by understanding the role of information technology; and third, by developing extensive analytic skills. NOTE: SRM 3296 (formerly STHM 3296): Marketing Management in Sport and Recreation is strongly recommended prior to taking this course.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 3228. Sales Management in Sport and Recreation. 3 Credit Hours.

This course will examine the diverse and complex nature of sales within sport and recreation settings. We will introduce basic sales and customer satisfaction concepts and techniques, and then see how they are applied in sport and recreation organizations. Students will be exposed to the sales process through lectures, readings, and assignments.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sport Management, Sport & Recreation Management.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

Repeatability: This course may not be repeated for additional credits.

SRM 3296. Marketing Management in Sport and Recreation. 3 Credit Hours.

An analysis of essential marketing, promotion and sales principles as currently applied in the sport and recreation industries. Guidelines for formulating marketing goals and strategies, inclusive of target marketing, will be included. The marketing mix will be evaluated in terms of specific applications set in both industry segments. Trends, issues and problems influencing the industry will also be examined. Principles of salesmanship, sales techniques, sales strategies, and evaluation of sales performance in light of goal planning and objectives will be covered.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Course Attributes: WI

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:

MKTG 2101|Minimum Grade of C-|May not be taken concurrently

OR MKTG 2901|Minimum Grade of C-|May not be taken concurrently.

SRM 4222. Current and Ethical Issues in Sport Management. 3 Credit Hours.

This course is designed to provide students with an in-depth analysis of the current and ethical issues facing sport and recreation management. The course will address some of the major issues facing sport and recreation managers in the areas of youth sports, interscholastic athletics, intercollegiate athletics, amateur sports, and professional sports. In addition, the course will address the major issues facing sport and recreation managers in public, private, commercial, and voluntary agencies providing sport and recreation programs; and in specialized agencies providing campus recreation, military recreation, industrial recreation, and residence-connected sport and recreation programs. The course will build on the competencies students have already developed in their earlier courses, which introduced them to current issues; professional ethics, rights, and responsibilities; concepts of morality; theories of ethics; ethical behavior; and ethical codes. Given their working knowledge, students will be called upon in class to identify solutions to current issues and to make ethical decisions when confronted with ethical dilemmas.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Co-requisites: STHM 4112.

Repeatability: This course may not be repeated for additional credits.

SRM 4296. Current and Ethical Issues in Sport and Recreation Management. 3 Credit Hours.

The purpose of this course is to examine current issues that are of concern to sport and recreation administrators. The student will gain a basic understanding of these issues and develop appropriate strategies for effectively dealing with these issues/problems. Students will be encouraged to take advocacy positions on certain issues that are addressed. The course will build on the competencies students have already developed in their earlier courses, which introduced them to current issues; professional ethics, rights, and responsibilities; concepts of morality; theories of ethics; ethical behavior; and ethical codes. Given their working knowledge, students will be called upon in class to identify solutions to current issues and to make ethical decisions when confronted with ethical dilemmas.

Class Restrictions: May not be enrolled in one of the following Classes: Freshman 0 to 29 Credits, Sophomore 30 to 59 Credits.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Co-requisites: STHM 4112.

Course Attributes: WI

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:

SRM 3296|Minimum Grade of C-|May not be taken concurrently.

SRM 5211. Sport Finance and Economics. 3 Credit Hours.

This course will analyze the relationship between finance and the sport and recreation industry. The purpose is to apply a series of basic financial and economic principles to the decision making process of sport firms and organizations. Issues include optimal pricing strategies, demand analysis, optimal financing, hiring decisions, and investment decisions; all of which can be undertaken with the tools addressed in this course. This course examines a variety of financial management issues relevant to major professional sport franchises, the corporations that use sport as a vehicle for promotion, and other organizations comprising the industry. Additionally, emphasis is placed on the financial and economic aspects of the public finance of sport facility construction and other forms of government subsidizes of the sport industry.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Sport Business.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5212. Legal Issues in Sport and Recreation. 3 Credit Hours.

The course addresses the legal aspects of sport, recreation, and leisure services, with a focus on tort liability, human rights liability, criminal liability, and contractual liability. Legal concepts of negligence, situations which give rise to law suits, and principles of risk management will be covered. Legal issues related to use of equipment, facility management, and accommodation for special populations will also be addressed.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5214. Philosophy and Ethics. 3 Credit Hours.

The course will apply the traditional philosophical schools of thought (Idealism, Realism, Pragmatism, and Naturalism) to the philosophy of sport and recreation. In addition, Existentialism and Humanism will be analyzed to determine the implications for organizing sport and recreation programs. The course also covers issues and problem areas associated with ethics, ethical behavior, and ethical codes of sport and recreation professional associations.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

SRM 5215. Sport Marketing. 3 Credit Hours.

This course provides an overview of the core sport marketing and promotions principles. In addition to covering the essentials of the marketing mix, this course will also include lessons on the development of marketing strategies in the modern sport marketplace.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Sport Business.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5216. Strategic Management in Sport and Recreation. 3 Credit Hours.

This course focuses on the basic functions of management and the strategic challenges confronting firms that compete in the global economy within the sport and recreation industry. It provides students a forum in which to apply and integrate management and strategic theories, practices and skills in a global environment, and across all types of organizations, including public, private, and voluntary. The course also gives opportunities for entrepreneurs in the industry through business plan development.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5217. Sport Facility Management. 3 Credit Hours.

The principles of planning areas and facilities for sport, recreation, and parks are explored. In addition to the design and construction of specific sport and recreation facilities, approaches to standards and regional planning will be discussed. Problems and issues related to funding, maintenance, and use of sport and recreation facilities will be analyzed. The course will also include trends in facility design, construction, and maintenance.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sport Business.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5220. Special Topics in Sport and Recreation. 3 Credit Hours.

This course is designed to provide knowledge of the psychological foundations of consumer behavior, the mechanisms of influence that are most likely to lead consumers to change their attitudes, their beliefs, and, most importantly their actions, and how to engage these mechanisms in building persuasive communications. The focus of this class will be on the scientific research (of behavioral scientists from multiple disciplines) that illuminates the psychological processes underlying consumer behavior, with specific focus on spectator and participant based sport and recreation activities.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may be repeated for additional credit.

SRM 5221. Sport Governance and Policy. 3 Credit Hours.

The course addresses the various approaches to organizing and governing sport and athletic programs from school sports to professional sports, from individual conferences to international organizations. Principles, issues, and problem areas associated with the governance of individual athletic departments will be addressed as well as the principles, issues, and problem areas associated with athletic conferences, and national and international governing bodies. Specific problems in relation to the size, structure, and staff of athletic departments and sport governing bodies will be analyzed.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5224. Grad Seminar: Sport/Rec. 3 Credit Hours.

Problems involving organizational patterns and administrative functions essential to effective program organization will be analyzed. There will be special emphasis on staffing, scheduling, records, equipment, fund raising, equipment liability, and plant facilities. Sessions with leaders and practitioners in sport and administration will be included.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

SRM 5225. Sport Sponsorship and Sales. 3 Credit Hours.

The course analyzes and produces skills essential to revenue production through sport sponsorship and a variety of approaches and the identification of the various areas and components of sales in the sport industry. Sales theory, principles, current issues, and understanding the unique selling trends of organizations will be addressed as they apply to all levels of programs and in all types of contexts. Experiential learning will be a priority and will be infused into the content delivery through the learning experience.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5226. Consumer Behavior in Sport and Recreation. 3 Credit Hours.

This course is designed to provide knowledge of the psychological foundations of consumer behavior, the mechanisms of influence that are most likely to lead consumers to change their attitudes, their beliefs, and, most importantly their actions, and how to engage these mechanisms in building persuasive communications. The focus of this class will be on the scientific research (of behavioral scientists from multiple disciplines) that illuminates the psychological processes underlying consumer behavior, with specific focus on spectator and participant based sport and recreation activities.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5227. Sport Media and Communication. 3 Credit Hours.

This course examines the various aspects of the relationship between sport and both media and communication. An overview of theories in media and communication is systemically provided and discussed. It focuses on the nature of traditional and digital media and its implication for sport policy and management. Specifically, the relationship between the sender, the message, the medium, and the audience are critically examined. Communication management and strategy are also discussed as the production, organization, and consumption of sport involve a wide range of communicative processes. Attention is also paid to the legal and ethical aspects of sport communication.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Sport Business.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5231. Compliance and Student-Athlete Affairs. 3 Credit Hours.

This course addresses the current state of rules compliance and student services in intercollegiate athletics. Regulations and enforcement structure will be examined at the national, conference, and institutional levels. The course will also detail the support mechanisms and corresponding legislation aimed at the academic and personal development of student-athletes. The implications and consequences of such legislation will be explored.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Sport Business.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5232. Fundraising and Development. 3 Credit Hours.

This course provides an overview of the role of fundraising and development in a sport setting. Students will gain an understanding of the strategies and processes used to generate revenue through philanthropic giving for programs. Environmental analyses and strategic planning will be central to training students to develop appropriate, successful fundraising and development programs. The role of governing bodies, ethical and legal implications will also be addressed.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5233. Governance and Policy in Intercollegiate Athletics. 3 Credit Hours.

The purpose of this course is to provide an in depth overview of intercollegiate athletic governing bodies. The students will gain an understanding of the structure, policies, finances, and current issues related to intercollegiate athletics. Additionally, students will identify appropriate strategies for effectively dealing with current issues/problems in intercollegiate athletics.

Field of Study Restrictions: Must be enrolled in one of the following Fields of study: Sport Business.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5241. Evaluation of Programs and Events. 1.5 Credit Hour.

The goal of this course is to provide students with the background necessary to understand the evaluation process in the field of events and recreation management. The focus of the class is on evaluation, assessment, and different types of program evaluation, including needs assessment, formative research, process evaluation, monitoring of outputs and outcomes, impact assessment, and cost analysis. Both quantitative and qualitative research methods are addressed. Students will execute an applied evaluation project. This project involves practice in interviewing, focus groups, survey questionnaire development, data collection, and data analysis. The course will provide students with a conceptual map of how evaluation research is conducted, the resources available to them, the vocabulary of research, and guidance in writing an evaluation report.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Sport Business.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5242. Business of Non-Profit Organizations. 1.5 Credit Hour.

This course examines the theoretical, philosophical, practical, and ethical perspectives related to the effective management and leadership of not-for-profit organizations in the twenty-first century. Students will examine strategies related to governance and policy development in the not-for-profit organization. The fundamental differences of working for a non-profit or government entity will be discussed and compared/contrasted with for-profit organizations. In addition, students will examine the unique managerial challenges posed to not-for-profit organizations and the typical techniques and practices used by leaders in the public and non-profit sectors. The course will also familiarize students with the legal implications, unique financial management, and revenue generating models of not-for-profit organizations.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Sport Business.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5243. Event Management. 3 Credit Hours.

An experience-based course, this course will present principles of event management, along with a broad overview of opportunities in the industry. There will be a special focus on current trends and technology, risk management, staffing, and budgeting. A wide diversity of experiences will be available.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Sport Business.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

SRM 5251. Sport Analytics. 3 Credit Hours.

The class will discuss the theory, development, and application of analytics in sport. Students will learn about the application of analytics in sport for purposes of evaluating player performance, team management, market segmentation, pricing, and other areas in sport industry operations. Analytics includes the inclusive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based decision making. Analytic methods are employed to gain insights on team and player production, human resource practices, and game management. Additionally, quantitative methods are used to analyze pricing, advertising, promotions, and other sport business decisions. Many new techniques and methods to communicate analytical results are emerging and will be a factor in this new area of sport analytics.

Field of Study Restrictions: Must be enrolled in one of the following Majors: Sport Business.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may not be repeated for additional credits.

Pre-requisites:

STAT 5001|Minimum Grade of B-|May not be taken concurrently.

SRM 5252. Sport for Development. 3 Credit Hours.

In grassroots development and peace promotions, sport is used in an extremely wide range of situations - whether as an integrated tool in short-term emergency human aid activities, or in long-term development cooperation projects on local, regional, or global scales. This course explores the role sport plays as a promoter of social integration and economic development in different geographical, cultural, and political contexts.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

SRM 5255. The Sport Workplace. 3 Credit Hours.

This course focuses on the basic functions of management and the strategic challenges confronting firms that compete in the global economy within the sport and recreation industry. It provides students a forum in which to apply and integrate management and strategic theories, practices and skills in a global environment, and across all types of organizations including public, private, and voluntary. The course focuses on specific elements of the workplace that are distinctive within the sport industry, such as the role of affect and organizational climate. Career opportunities and industry labor statistics are introduced in depth to allow a full view of the broad sport industry.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

Repeatability: This course may not be repeated for additional credits.

SRM 5285. Graduate Internship in Sport and Recreation. 3 Credit Hours.

The Graduate Internship experience represents the culminating experience for all MS students during their semester of graduation. A minimum of 3 credit hours is required for all students, regardless of concentration. The Graduate Internship utilizes a field placement with emphasis on acquisition and application of practical skills. One hundred and eighty contact hours will take place in cooperation between the student and an agency, under supervision of both the University internship coordinator and the agency-designated supervisor.

Level Registration Restrictions: Must be enrolled in one of the following Levels: Graduate.

College Restrictions: Must be enrolled in one of the following Colleges: Sport Tourism Hospitality Mgt.

Repeatability: This course may be repeated for additional credit.