

Sport Business Executive Program, M.S.

SCHOOL OF SPORT, TOURISM AND HOSPITALITY MANAGEMENT (<https://sthm.temple.edu>)

About the Program

The goal of the Executive Master of Science in Sport Business program is to provide experienced business professionals both inside and outside of the sport industry with the quantitative literacy, strategic decision making, and effective business communication skills they need to become senior and c-suite executives within the vast sport industry. In partnership with the Fox School of Business and Management's online MBA program, the Executive Master of Science in Sport Business program leverages cutting-edge management coursework with focused sport-specific courses to help students lead and succeed in this competitive industry. Graduates of the Executive Master of Science in Sport Business program gain the following:

- in-depth knowledge of the size, scope, functioning, and issues facing the global sport industry;
- enhanced analytical and critical thinking skills; and
- preparedness for career advancement within the global sport industry.

Students interested in studying at the doctoral level should refer to the Ph.D. program in Business Administration with a concentration in Tourism and Sport (<http://bulletin.temple.edu/graduate/scd/fox/business-admin-tourism-sport-phd>) offered by Fox School of Business and Management.

Time Limit for Degree Completion: 4 years, but the program is designed to be completed over 13 months.

Campus Location: Online, with a mix of sessions with the instructor, smaller team sessions, and independent work by students.

Full-Time/Part-Time Status: The degree program can be completed on a full- or part-time basis.

Affiliations: Coursework from the Fox School of Business and Management is required for the Executive Master of Science in Sport Business program. The School of Sport, Tourism and Hospitality Management (STHM) is affiliated with the Fox School.

Job Prospects: Students who are not already working in the industry typically find placements with professional sport organizations, collegiate and high school athletics offices, community-based sport organizations, sport marketing agencies, and sport facilities.

Financing Opportunities: Students are automatically considered for merit-scholarships from STHM's graduate programs at the time of admission. Scholarships are awarded on the basis on a student's academic history and professional experience.

Admission Requirements and Deadlines

Application Deadline:

Fall:

- October 1 – Early Action Deadline
- March 1 – Priority Scholarship Deadline
- May 15 – Final Scholarship Deadline
- June 30 – Final Application Deadline

Applications are processed as they arrive through the deadline.

APPLY ONLINE (<https://fox.secure.force.com/sthmlogin>) to this STHM graduate program at <https://fox.secure.force.com/sthmlogin/>.

Letters of Reference:

Number of Letters Required: 2

From Whom: Letters of recommendation should be obtained from college/university faculty members familiar with academic competence and/or an immediate work supervisor.

Bachelor's Degree in Discipline/Related Discipline: All applicants must present credentials that are the equivalent of the appropriate baccalaureate degree at Temple University.

Statement of Goals: In 500 words, explain your academic/professional goals, personal strengths that will contribute to success in the graduate program, and personal weaknesses that may inhibit your success.

Standardized Test Scores:

GRE or GMAT: Required. Individuals may qualify for a GRE/GMAT waiver based on academic or professional history.

Applicants who earned their baccalaureate degree from an institution where the language of instruction was other than English, with the exception of those who subsequently earned a master's degree at a U.S. institution, must report scores for a standardized test of English that meet these minimums:

- TOEFL iBT: 100
- IELTS Academic: 7.0
- PTE Academic: 68

Resume: Current resume required.

Transfer Credit: Graduate credits from an accredited institution may be transferred into the program. The credits must be equivalent to coursework offered in the Executive Master of Science in Sport Business and cannot have been used to complete another degree either at Temple University or another institution. The grade must be a "B" (3.00 GPA) or better in order to transfer. The maximum number of credits a student may transfer is 6.

Program Requirements

General Program Requirements:

Number of Credits Required Beyond the Baccalaureate: 30

Required Courses:

Code	Title	Credit Hours
Business Core Courses		
Select four of the following:		12
FIN 5001	Financial Analysis and Strategy	
HRM 5051	Human Resources Management Strategies	
MKTG 5001	Marketing Management/Strategy	
SGM 5051	Business Strategy in a Global Environment	
STAT 5001	Quantitative Methods for Business ¹	
Sport Industry Courses		
Select six of the following:		18
SRM 5211	Sport Finance and Economics	
SRM 5212	Legal Issues in Sport and Recreation	
SRM 5226	Consumer Behavior in Sport and Recreation	
SRM 5227	Sport Media and Communication	
SRM 5251	Sport Analytics	
SRM 5252	Sport for Development	
SRM 5255	The Sport Workplace	
Total Credit Hours		30

¹ STAT 5001 is required of all students enrolled in the MSSBEP program.

Culminating Event: Satisfactory completion of coursework is required to earn the Executive Master of Science in Sport Business degree.

Contacts

Program Web Address:

<https://sthm.temple.edu/graduate-programs/executive-master-of-science-in-sport-business/>

Department Information:

School of Sport, Tourism and Hospitality Management
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 1810 N. 13th Street
 Philadelphia, PA 19122-6083
 sthm@temple.edu
 215-204-8701

Submission Address for Application Materials:

<https://fox.secure.force.com/sthmlogin/>

Department Contacts:

Assistant Director of Graduate Enrollment:

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Academic Director:

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Chairperson:

Joseph E. Mahan III, Ph.D.
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Courses

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.