

MASTER OF SCIENCE IN SPORT MANAGEMENT

The mission of the graduate Sport Management degree program is to effectively prepare students for a variety of executive positions within athletic and sport organizations at the community, educational, and/or professional levels. Students will be provided quality instruction, the latest technology, opportunities for research and professional development, field-based experiences, and excellent internship opportunities. In return, students are required to become acquainted with relevant issues in the field, understand the research process, and represent the program's goals and objectives in the industry. Individuals completing the program will be ready to assume leadership positions in the sport management and/or academic domains. The curriculum is currently offered 50% face-to-face at SHSU-The Woodlands Center and 50% Online.

Prospective students must have a minimum GPA of 3.0. Applicants must submit the following to the Office of Graduate Admissions (<https://www.shsu.edu/dept/graduate-admissions/prospective-students.html>):

1. A letter of intent outlining educational/career goals and how the sport management program at SHSU could help the applicant meet those goals.
2. Official transcript from baccalaureate granting institution.
3. Two letters of recommendation (or relevant reference forms).

Students who do not meet the entrance requirements may be conditionally admitted for one semester, pending approval from the Sport Management Graduate Coordinator. Students admitted to the program on a conditional basis are allowed to complete a maximum of 6 graduate hours in their first semester. After this first semester of completed coursework, conditionally admitted students will then be reviewed for regular admission.

The Master of Science in Sport Management degree program offers two options: thesis and non-thesis. Students choosing the thesis option are required to complete 36 credit hours comprised of 30 hours of coursework and 6 hours of thesis. Students choosing the non-thesis option are required to complete 36 credit hours comprised of 30 hours of coursework and 6 hours of Graduate Internship (KINE 5334).

Per SHSU policy, graduate students may not earn more than one C in their coursework. A second earned C will result in termination from the program.

Code	Title	Hours
Master of Science in Sport Management (Thesis option)		
Specified Courses		
KINE 5362	Legal Issues in Sports	3
KINE 5363	Leadership in Sport Management	3
KINE 5370	Sport Mkt: Theory & Practice	3
KINE 5371	Sport Finance and Sales	3
KINE 5373	Event & Facility Management	3
KINE 5374	Appld Rsrch Mthd-Kin & Spt Mgt	3
KINE 5382	Community and Media Relations in Sport	3
KINE 5383	Sport Consumer Behavior	3
KINE 5384	Revenue Generation in Sport	3
KINE 5389	Sports in American Culture	3
Thesis		
KINE 6098	Thesis I ¹	3
KINE 6099	Thesis II ¹	3
Total Hours		36

¹ Once enrolled in KINE 6098 and/or KINE 6099, students must continuously enroll in this course until graduation. Please, visit with Sport Management Graduate Coordinator for more details regarding continuous enrollment requirements.

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Those selecting the thesis option are required to successfully complete an oral defense of their research study. A successful thesis defense and approval for publication fulfill the comprehensive exams requirement for thesis students. (<http://catalog.shsu.edu/archives/2021-2022/graduate-and-professional/academic-policies-procedures/degree-requirements-academic-guidelines/#comprehensive-examination>) Students must also maintain continuous enrollment (<http://catalog.shsu.edu/archives/2021-2022/graduate-and-professional/academic-policies-procedures/degree-requirements-academic-guidelines/#enrollment-thesis-dissertation-courses>) in thesis courses until the thesis has been successfully completed. Please consult the Graduate Catalog (<http://catalog.shsu.edu/archives/2021-2022/graduate-and-professional/academic-policies-procedures/degree-requirements-academic-guidelines/#enrollment-thesis-dissertation-courses>) for more details.

Students should consult the Academic Calendar (<https://www.shsu.edu/dept/registrar/calendars/academic-calendar.html>) for the established timeline for thesis defense and submission.

Code	Title	Hours
Master of Science in Sport Management (Non-Thesis option)		
KINE 5362	Legal Issues in Sports	3
KINE 5363	Leadership in Sport Management	3
KINE 5370	Sport Mkt: Theory & Practice	3
KINE 5371	Sport Finance and Sales	3
KINE 5373	Event & Facility Management	3
KINE 5374	Appld Rsrch Mthd-Kin & Spt Mgt	3
KINE 5382	Community and Media Relations in Sport	3
KINE 5383	Sport Consumer Behavior	3
KINE 5384	Revenue Generation in Sport	3
KINE 5389	Sports in American Culture	3
Practicum		
KINE 5334	Graduate Internship	3
KINE 5334	Graduate Internship	3
Total Hours		36

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Student must have Graduate Standing for all courses in the program.

At the conclusion of the program, non-thesis students are required to pass a comprehensive examination covering content from select courses. The comprehensive examination can be taken when the student is within his/her final 6-hours of coursework and must be completed at least three weeks prior to the graduation date. Students must be enrolled during the semester in which the comprehensive examinations are taken.

The Texas Higher Education Coordinating Board (THECB) marketable skills initiative is part of the state's **60x30TX plan** and was designed to help students articulate their skills to employers. Marketable skills are those skills valued by employers and/or graduate programs that can be applied in a variety of work or education settings and may include interpersonal, cognitive, and applied skill areas.

The MS in Sport Management is designed to provide graduates with the following marketable skills:

- **Professionalism and Ethical Decision Making:** Students are taught what it means to be a "professional" in the sport industry. Students must demonstrate a high standard of professionalism in the classroom, during internship experiences, and through class projects with various stakeholders in the field. In addition, students are taught the importance of ethical and responsible decision making.
- **Sales Experience:** Students are taught valuable sales skills and strategies throughout the program by professors and sport industry leaders. Students will gain valuable sales experience through a variety of different opportunities with our intercollegiate athletic and professional sports partners.
- **Social Awareness:** Students are provided training and education of the alignment between social issues and the sport industry. Such issues include: diversity, gender equity, race issues, media influence, violence, etc. Students are taught the importance of being a socially responsible leader in the sport industry.
- **Risk Management Skills:** The sport management program is designed to prepare students to become effective leaders and managers in the sport industry. Students are taught the importance of developing a preventative law plan to deal with potential risks that may effect his/her sport organization.
- **Event Management and Marketing Skills:** Students are provided opportunities to produce and market a major event. As a part of the process, students engage in budgeting, event development and planning, marketing, and sales to execute a major event for the program, department, college, and university. The applied nature of the project utilizes existing program relationships to build course concepts into real-world settings.