

Appendix B

Proposed Curriculum Sequence

M.S., SPORT ADMINISTRATION (ONLINE)

INTERNATIONAL SPORTS PROPOSED CURRICULUM SEQUENCE

FALL I			FALL II		
PEDO 601	Sport Law	3	PED 621	International World Business Cultures	3
PEDO 623	Sport and Social Responsibilities	3	PED 600	Sport Marketing	3
Total		6	Total		6

SPRING TERM

SPRING III			SPRING IV		
PED 611	Research Methods	3	PED 602	Sport Finance	3
PED 622	Global Brand Management	3	PED 624	Organizational Leadership	3
Total		6	Total		6

SUMMER TERM

SUMMER V		
PEDO XXX	Elective	3
Total		3

FALL TERM

FALL I		
PEDO XXX	Internship	6
Total		6

TOTAL CREDIT HOURS – 33

FALL TERM

M.S., SPORT ADMINISTRATION (ONLINE)

**SPORT BUSINESS LEADERSHIP
PROPOSED CURRICULUM SEQUENCE**

FALL I			FALL II		
PED 601	Sport Law	3	PED 616	Public Relations & New Media	3
PED 623	Sport and Social Responsibilities	3	PED 600	Sport Marketing	3
Total		6	Total		6

SPRING TERM

SPRING III			SPRING IV		
PEDO 611	Research Methods	3	PEDO 602	Sport Finance	3
PEDO 615	Adv. Marketing-Appl. Research Sales	3	PEDO 624	Organizational Leadership	3
Total		6	Total		6

SUMMER TERM

SUMMER V		
PEDO XXX	Elective	3
Total		3

FALL TERM

FALL I		
PEDO XXX	Internship	6
Total		6

TOTAL CREDIT HOURS – 33

FALL TERM

M.S., SPORT ADMINISTRATION (ONLINE)

**INTERCOLLEGIATE SPORTS
PROPOSED CURRICULUM SEQUENCE**

FALL TERM

			FALL I		FALL II	
PEDO 601	Sport Law	3	PED 619	NCAA	3	
PEDO 623	Sport and Social Responsibilities	3	PED 600	Sport Marketing	3	
Total		6	Total		6	

SPRING TERM

			SPRING III		SPRING IV	
PEDO 611	Research Methods	3	PEDO 602	Sport Finance	3	
PEDO 620	Sport Governance	3	PEDO 624	Organizational Leadership	3	
Total		6	Total		6	

SUMMER TERM

			SUMMER V	
PEDO XXX	Elective	3		
Total		3		

FALL TERM

			FALL I	
PEDO XXX	Internship	6		
Total		6		

TOTAL CREDIT HOURS – 33

Appendix C

Course Descriptions: Proposed Curricular Revisions

Master of Science in Sport Administration Online

Required Courses:

Sport Administration Core Curriculum (18 hours)

PEDO 600- Sport Marketing Strategy (3)

The specific application of marketing principles and processes to sport products (e.g., teams, leagues, events, etc.). This course will focus on the production, product distribution, promotion and pricing of a sport business product to satisfy the needs of the consumers and meeting the company's objectives.

PEDO 601- Law (3)

Students enrolled in this course will learn legal issues within the sport industry, in educational settings and within the community in which individuals have access to fitness equipment and playground equipment. Sponsorship law including the protection of intellectual property, property acquisitions and leasing of sporting facilities, player, team and public security/ safety advices will be examined.

PEDO 602 - Sport Finance and Economics (3)

This course is designed to ground students in the real world of financial management in sport, showing them how to apply financial concepts and appreciate the importance of finance in sound sport management and operations. Principles of sport economics include economic impact of sport, financial theories and practical application of sport income and expenditures in current society.

PEDO 611- Research Methods (3)

Develop skills necessary to read, analyze, interpret and criticize the range of research designs including experimental, correlations, survey, descriptive, case study, ethnography, narrative, policy and longitudinal research. Course held simultaneously with EDU 611.

PEDO 623- Sport and Social Responsibility (3)

This course critically examines the interconnected concepts of organizational ethics and their significant role in developing a sport organization's mission, culture, strategic plan, operational policies, leadership style, work environment, marketing approach, and customer service. Through analytical discussions of ethical systems and case study analyses, this course enables the development of a framework for understanding an organization's social responsibilities, for improving an organization's integrity, and for the development of a personal professional code of ethics.

PEDO 624- Organizational Leadership in Sport Administration (3)

Recognizing the peculiar relationships that form among people joined together in a collaborative effort and leading those people to accomplish a common goal. Students will analyze leadership styles and the effects of each.

Sport Business Leadership Concentration

PEDO 616- Public Relations and New Media (3)

Students will learn the art and science of establishing and promoting a favorable relationship with the public as it relates to the sport industry and examine the continuously emerging connection between public relations and social media/ technology.

PEDO 622- Advanced Marketing –Applied Research and Sales (3)

Students will focus on social and economic trends or governmental regulations, contemporary approaches to marketing and entrepreneurship.

Intercollegiate Sports Concentration

PEDO 619- NCAA Compliance (3)

Intercollegiate matters concerning the compliance of athletics programs with the BY-laws set forth by the National Collegiate Athletic Association. Topics include: rules for competition, recruiting, and graduation.

PEDO 620- Sport Governance (3)

This course will focus on the power, politics, policies, power and procedures within sport organizations. State, national and international sport organizations will be compared along with the impact of sport globalization.

International Sports Concentration

PEDO 621- International World Business in the Sport Industry (3)

A comparative investigation of the U.S. and other world markets. Topics for this course include: global trade, culture, finance, education, insurance, law, logistics and marketing.

PEDO 622- Global Sport Brand Management (3)

Students will learn the various global markets and compare issues in order to determine how best to manage the brand globally within the sport industry.

Culminating Experience

PEDO 631- Internship (6)

Field Experience. Students will have supervised practical training within the sport industry. Students must complete twelve weeks of training under an approved supervisor. Supervisors must turn in weekly reports of student's progress and a final report with a grade. S/U or letter grading.

PED - Current Issues and Special Topics (3)

Critical examination of important trends impacting the current practitioner in sport administration and leadership (**Courses Below**)

PEDO 625 - Race and Ethnicity in Sport Administration (3)

A Series of advanced topics in race and ethnicity and its influence in the sport industry. Course includes topics in Patterns of change in terms of race, and ethnicity in sport, inclusion or exclusion from sport on the basis of race or ethnicity, policy innovations with respect to race and ethnicity in sport, management initiatives with respect to race and ethnicity in sport, sport for culturally and linguistically diverse (CALD) communities, career opportunities in and around sport for CALD communities, sports stars as role models for CALD communities, sport and gender differences in CALD communities, assumptions of athletic ability according to race or ethnicity, media representations of race and ethnicity in sport.

PEDO 626 - Gender Issues in Sport Administration (3)

Participation and equity issues in sports. Topics include: The global women's rights movement, increased media coverage of women in sports, underrepresentation of women in decision-making positions in sports, homophobia, trivialization of women's sports, and Title IX.

PEDO 627 - Sport Nutrition (3)

Designing proper sports nutrition and eating to fuel workouts and improve sports performance. Favorite foods for exercise recovery, eating healthy on a budget, eating before exercise, foods for athletic competition, energy pathways for exercise, How carbohydrate, fat and protein fuels exercise, post-exercise meal, high protein diets and sports performance.

PEDO 628 - Event Management/Facilities Maintenance (3)

Developing the concept right through to the post-event monitoring and evaluation; maintaining sport facilities. Topics include: budget management, roles and responsibilities, action plans and timescales, all aspects of event health and safety, including the development of event safety management plans, child welfare, risk assessments, traffic management and insurance and liability issues, branding and signage, on the day co-ordination, logistics and the recruitment, development and management of volunteers.

PEDO 699- Independent Study (3)

Faculty-supervised independent project on a topic related to the student's chosen course of interest.