

# SPORT ADMINISTRATION (SAM)

## **SAM-601 THE BUSINESS OF SPORT (3 Credits)**

The purpose of this course is to provide students with the foundations and principles on which sport administration operates. In addition, this course will offer students an overview of the structure of the sport industry, and basic fundamental knowledge and skills necessary for the successful sport administrators.

**Restrictions:** RG.UG.GR

## **SAM-602 SPORT ANALYTICS (3 Credits)**

This course takes a deep dive into data analysis of team performance in sport. Students will discover a variety of techniques that can be used to represent sports data and how to extract narratives based on these analytical techniques.

**Prerequisite(s):** TAKE MBA-515F

**Restrictions:** RG.UG.GR

## **SAM-603 FINANCIAL ASPECTS OF SPORT ADMINISTRATION (3 Credits)**

This course offers an examination of finance as applied to sport organization. Topics include an overview of the sport industry and financial indicators for planning and control; revenue sources and strategies for increasing revenues; resource allocation decision-making; feasibility and economic impact analysis; and the application of sport financial management concepts to various industry sectors. Emphasis will be placed on the use of financial information in administrative decision making.

**Prerequisite(s):** TAKE MBA-516F

**Restrictions:** RG.UG.GR

## **SAM-604 SPORT ECONOMICS (3 Credits)**

This course applies the principles of economics to evaluate professional and amateur sports, including topics like league structure, team decision-making, labor-relations, incentive structures, free agency, salary caps, and stadium financing and the role of public policy.

**Prerequisite(s):** TAKE MBA-517F

**Restrictions:** RG.UG.GR

## **SAM-610 SPORT LAW (3 Credits)**

This course provides a student an overview of the business and legal issues within the areas of professional and amateur sports.

**Restrictions:** RG.UG.GR

## **SAM-611 LEADERSHIP & DIVERSITY IN SPORT ADMINISTRATION (3 Credits)**

The course will facilitate students' examination of the theoretical tenets of diversity and inclusion, while reviewing leadership theory and strategies used in the field of sports. Emphasis will be placed on critically examining leadership strategies in diverse work forces and recognizing how unconscious bias, stereotypes, and prejudices can influence behavior within a workgroup.

**Restrictions:** RG.UG.GR

## **SAM-612 NFL BUSINESS MANAGEMENT (3 Credits)**

In this course, students will analyze the inner working of the NFL including successes and challenges from both the league and team level. Students will learn the organizational and business aspects from the NFL, including reasons for continued revenue growth as well as challenges that the League faces.

**Restrictions:** RG.UG.GR

## **SAM-613 NEGLIGENCE & SAFETY IN SPORTS (3 Credits)**

Study of the main business areas of the law and the underlying legal principles as they relate to sports management and marketing environment. Special emphasis on contract law, intellectual property, anti-trust laws and real property ownership and liability.

**Restrictions:** RG.UG.GR

## **SAM-614 ATHLETE DEVELOPMENT - PERSONAL FINANCE (3 Credits)**

This course will provide an overview of the main skills utilized by athlete development specialists regarding personal finance of an athlete. They will study skills which will be useful in both their work life and their personal life.

**Restrictions:** RG.UG.GR

## **SAM-615 SPORT ETHICS (3 Credits)**

This course is designed to provide the student an understanding of significant ethical dilemmas in the field of sports and understand how to apply ethical frameworks to issues related to sports. Students will explore the philosophical and moral frameworks for ethical decision-making using sports case studies to apply normative perspectives. This course has as its primary goal an increase in the awareness of, knowledge of, and skills in resolving ethical issues in sport.

**Restrictions:** RG.UG.GR

## **SAM-616 SPORT SALES & DEVELOPMENT (3 Credits)**

This course will provide a practical look at the revenue generating side of sport. The focus will be on sponsorship sales as well as philanthropic fundraising within sport. We will focus on the current sports landscape while taking an in-depth look professional and collegiate athletics. We will study sales techniques and sponsorship valuation in both professional and collegiate athletics. This course will also look at the inner workings of athletics fundraising and the relationships necessary for development to be effective.

**Restrictions:** RG.UG.GR

## **SAM-617 ATHLETIC ADMINISTRATION (3 Credits)**

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.

**Restrictions:** RG.UG.GR

## **SAM-650 SPORT ADMINISTRATION CAPSTONE (3 Credits)**

In this course, students will use a combination of skills including, management, marketing, and finance in the sports administration field. Strategic planning, problem solving and leadership skills will be used to show the students strengths in administration. The skills used in this class will help to demonstrate how the student will perform when leading an organization. Prerequisite: This course fulfills the requirement for a written comprehensive examination and may not be taken until all sport administration core courses have been completed or are in progress.

**Restrictions:** RG.UG.GR

**SAM-653 SPORTS MARKETING (3 Credits)**

This course investigates the rapidly developing sports industry from a marketing perspective. It is based on the belief that sports marketing is consumer-driven, global in scope, and managerially controllable in nature. The course is designed to familiarize students with terms and tools needed in the sports industry and to develop skills that assist critical thinking for continued growth in this unique business setting. It includes an introduction to research, segmentation, product development, pricing, licensing, and communications. Moreover, the course will familiarize students with foundational terminology used in sports marketing; introduce research tools and methods used by sports marketers; study examples of successful and unsuccessful applications of sports marketing; demonstrate the power of marketing to develop, control, promote, and deliver sports as an exchange product.

**SAM-695 SP TOP IN SPORT ADMIN (1-3 Credits)**

A well-defined course of study in specific topics in sports administration, which go beyond the regular course offerings. 1-3 credits.

**Restrictions:** RG.UG.GR

**SAM-695SF SP TOP.SPORT FACILITY & OPERATIONS MANAGEMENT (3 Credits)**

A well-defined course of study in specific topics in sports administration, which go beyond the regular course offerings. 1-3 credits.

**SAM-696 IND ST & RESEARCH IN SP ADMIN (1-3 Credits)**

A well-defined course of study in specific topics in sports administration under the supervision of a faculty member. Designed to allow the student to probe areas of specific interests that lie beyond the coverage normally found in regular course offerings. 1-3 credits.

**Restrictions:** RG.UG.GR

**SAM-696CF SP TOP.BUSINESS HISTORY OF COLLEGE FOOTBALL (3 Credits)**

A well-defined course of study in specific topics in sports administration, which go beyond the regular course offerings. 1-3 credits.

**SAM-696L GLOBAL BUSINESS TRAVEL SEMINAR: LONDON (1-3 Credits)**

A well-defined course of study in specific topics in sports administration under the supervision of a faculty member. Designed to allow the student to probe areas of specific interests that lie beyond the coverage normally found in regular course offerings.

**Restrictions:** RG.SAM