

# MASTER OF SCIENCE IN SPORT ADMINISTRATION

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**Master of Science in Sport Administration**

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## STATEMENT OF PURPOSE

The Sport Administration program will prepare future professionals for leadership roles in a variety of sport organizations. Individuals pursuing this degree path may work in roles specific to professional and collegiate sport in event management, marketing, revenue generation, student-athlete development, diversity, equity, and inclusion. Individuals may also enter roles in the United States Olympic governing bodies for Olympic sports or work to lead and manage esports programs where individuals compete in an online virtual environment..

## STUDENT LEARNING OUTCOMES

Graduates will:

1. Demonstrate advanced understanding of and analyze research on an original problem related to current issues in sport.
2. Demonstrate advanced knowledge of legal, governance, and compliance rules in sport.
3. Demonstrate advanced ability to understand and apply financial reports and budget management in sport.
4. Communicate effectively in written, visual, and oral formats to share current knowledge in an area of sport administration.
5. Demonstrate advanced ability to enhance relationships and partnerships across sport organizations.

## INTRODUCTION

Through the Sport Administration master's program, you will learn the organizational leadership structures of contemporary sport agencies. Learn how to apply career construction theories to practice and inform professional advancement in the field of sport administration. Students will explore ethical decision-making and conduct in contemporary sport leadership. Students will address the many issues of diversity in the sports arena and the institutional systematic challenges and barriers that impact a diverse population of individuals in higher education. Students will develop an enhanced understanding of sport governance structures, compliance protocols, and risk management planning. Students will understand and apply how to implement financial planning and budget management across a broad spectrum of sport administration agencies. Students will be introduced to and apply concepts of cultural intelligence and educational leadership in contemporary sport. Students will understand how to foster and maintain strategic relationships to support programmatic growth and event implementation across sport entities. Students will understand how to develop, plan, implement and evaluate events across multiple sport disciplines. Culminating with practicums that include 150 hours of hands-on work in a sport organization that pertains to a students' career goals. This experience is highly individualized and tailored to assist student with meeting career goals.

## SPECIAL STUDENTS

Students who have earned a bachelor's degree from a nationally or regionally accredited institution recognized by the Council for Higher Education Accreditation (CHEA) or U.S. Department of Education (USDE) may register as a Special Student. Students will receive academic credit for courses taken while on this status. Students can be considered for admission into a degree program if they maintain a 3.00 grade point average in all graduate-level work and all other admission requirements are met. With the program area advisor's approval, students may transfer up to 12 credits earned at UW-Platteville into a degree program. All graduate-level work will be included in computing a student's GPA.

## CURRICULUM

The Master of Science in Sport Administration is earned upon the successful completion of 30 credit hours, which includes 27 credits of coursework and a three-credit, in-person campus-based practicum experience. All courses are three credits unless otherwise noted. Graduate credits in which a grade lower than a "C-" has been earned will not be counted toward the degree; however, these lower grades will be reflected in the student's grade point average.

Course	Title	Credits
<b>Required Courses</b>		
HHP 5030	Introduction to Sport Administration	3
HHP 5080	Career Construction and Identity Development in Sport Administration	3
OCL 7330	Organizational Change Leadership: Theory and Practice	3
HHP 6040	Diversity and Inclusion in Sport Organizations	3
BUSADMIN 6630	Marketing Management	3
HHP 7030	Event Management in Sport Administration Athletics	3

HHP 7050	Legal Aspects of Sport Administration	3
ACCTING 7210	Applied Accounting	3
HHP 7070	Sports Administration in a Global Society	3
HHP 7970	Sport Administration Capstone and Practicum	3
<b>Total Credits</b>		<b>30</b>

Any new elective courses will apply for all catalog years unless otherwise stated.

## CERTIFICATE IN SPORT ADMINISTRATION

The Certificate in Sport Administration will better prepare students for administrative positions in youth sport, professional sport, esports, and intercollegiate sports. This program responds to the growing professionalization of the sport industry where a post-baccalaureate degree is increasingly required for administrative positions in sport. Students who complete this program will have a strong understanding of how to develop the ethics, diversity, inclusion, legal aspects, budget and finance, and marketing and event management skills necessary to provide leadership in the Sport Administration profession. The program will consist of 9 credits to include 3 courses and a capstone practicum experience.

UW-Platteville offers several graduate certificates. These certificates are distinct from the Master's degree, but credit earned for them might be applied toward the completion of the degree. To earn a certificate, students must complete all the required courses through the University of Wisconsin-Platteville, under the direction of the University of Wisconsin-Platteville faculty. Transferred courses or course substitutions are not allowed.

To obtain a graduate certificate, students must:

- Complete the certificate with a minimum GPA of 3.00
- Achieve a minimum grade of "C" in each course from the certificate program
- Request a certificate through their advisor within one year from completion of the final course of the certificate

To earn the certificate, students must complete the following requirements:

Course	Title	Credits
HHP 5030	Introduction to Sport Administration	3
HHP 5080	Career Construction and Identity Development in Sport Administration	3
HHP 7970	Sport Administration Capstone and Practicum	3
<b>Total Credits</b>		<b>9</b>