

SPORTS ADMINISTRATION, MA COLLEGE SPORTS MANAGEMENT SPECIALIZATION

Course	Title
Choose one	
MSA 498-DL/498-0	Capstone
MSA 590-0	Thesis Research

The College Sports Management specialization focuses on the unique management issues related to collegiate athletics in the United States. College sports, an ~\$8 billion industry, plays a vital role in the US sports market, higher education, media, and the social justice landscape. In the College Sports Specialization, students learn how to manage the internal and external workings of an athletics department, including the unique human resource, legal, compliance, public relations, marketing, sponsorship, and financial issues facing college athletic departments

Curriculum

Core Courses (8 units)

Course	Title
MSA 401-DL/401-0	Introduction to Sports Analytics
MSA 402-DL/402-0	Fundamentals of Sports Marketing
MSA 403-DL/403-0	Sports Organizations: Leadership Theory & Application
MSA 404-DL/404-0	Sports Business: Finance, Accounting and Economics
MSA 405-DL/405-0	Legal and Ethical Issues in Sports Management
MSA 406-DL/406-0	Sports Public Relations and Crisis Management
MSA 451-DL/451-0	The Technology of Sport
MSA 498-DL/498-0 or MSA 590-0	Capstone Thesis Research

Specialization Courses (3 units)

Course	Title
MSA 453-0/453-DL	College Sports Management - Internal Affairs
MSA 454-DL/454-0	College Sports Management - External Affairs
MSA 455-DL/455-0	NCAA Compliance

About Final Project

The capstone project course is the culmination of the MSA program and demonstrates a student's mastery of the curriculum and a firm understanding of the fundamental principles that guide the diverse field of sports administration. Students may choose this course to fulfill their capstone requirement. Students may also choose to complete a thesis. The final thesis project should be viewed as an opportunity to engage in a sustained independent study on a sports administration topic that draws on and integrates a number of different perspectives that students have been introduced to in various MSA courses. The project must consist of original intellectual analysis (but need not consist of primary research from the student) that addresses a contemporary sports administration problem defined and developed in concert with an extensive literature search. The thesis project can begin from a question arising in a student's work setting that could be appropriately addressed by material learned in the program.

Pre-requisite: Students may take one other course simultaneously with MSA 498-DL Capstone. All other course requirements must have been completed before the commencement of this course.