

Master Of Arts In Sports Management & Administration

Southern Nazarene University School Of Kinesiology

18
MONTHS

12
COURSES

1
NIGHT A WEEK
or online



Program Description

The Master of Arts in Sport Management and Administration is designed for individuals who hold a baccalaureate degree and have an interest in Sport Management and/or Athletic Administration. The educational experiences provided within the program would enhance those working in coaching, teaching, athletic administration, event promotion and management as well as business managers for professional and league sport organizations. This program will equip the student with the necessary skills and knowledge to become effective leaders in diverse sport organizational settings.

More information online at: snu.edu/masma



SOUTHERN NAZARENE UNIVERSITY

Program Learning Outcomes

Upon completion of the MASMA program, students will be able to:

Analyze ethical situations in sport management and respond within the Christian framework for professional decision-making.

Describe and interpret the economic impact of sport in North American culture.

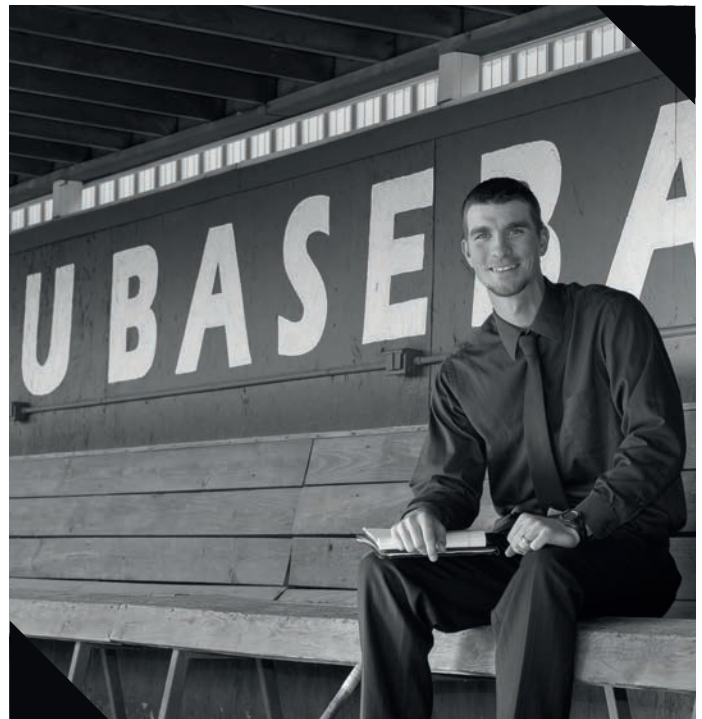
Demonstrate accounting and finance skills for ethical decision making for sport managers.

Evaluate with expertise issues in compliance and governance.

Identify legal issues related to risk, contracts, human resources and facility design.

Demonstrate skills in media productions and sport marketing.

Interpret and evaluate sport management research utilizing social construct theories.



Program Curriculum

Course Number Course Title

| | |
|-------------|---------------------------------------|
| KNES 6713* | Social Issues in Sport |
| BADM 6123* | Organizational Communication |
| KNES 5713* | Ethics in Sport Management |
| MGT 5133* | Management of Organizational Behavior |
| KNES 6703* | Media Production for Sport Managers |
| KNES 5723 * | Sport Marketing |

Course Number Course Title

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|------------|---|------------------|
| KNES 5733* | Sport Finance | * 3 credit hours |
| KNES 6723* | Sport Facility Planning and Management | |
| KNES 6743* | Sport Organization, Leadership and Management | |
| MGT 6153* | Human Resources Management and Administration | |
| KNES 6733* | Sport Law | |
| KNES 6753* | Sport Governance and Compliance | |



Admission Requirements

- Hold a baccalaureate degree from a regionally accredited college or university.
- Graduate college application.
- Official transcripts from each institution attended.
- Three letters of recommendation from professional contacts.
- Admission essay on professional experience and goals.
- No application fee required.
- **Request more information or Apply online at www.snu.edu/masma**