



Mayborn College of
HEALTH SCIENCES
University of Mary Hardin-Baylor

MS in Sport Administration
COURSE DESCRIPTIONS

EXSS 6325 - Sport Law (3)

An examination of the potentially litigious sport activity settings and the applied legal concepts and aspects. Emphasis on tort law, risk management, product liability, constitutional law, contract law, administrative/statutory law, legal system, labor/antitrust law, crowd control, security, and legal research.

EXSS 6327 Athletic Administration – Examination of the philosophical approach to managing and directing intercollegiate athletic departments and programs. Practical application and insight into athletic leadership development considerations including governance, compliance, eligibility, budgeting, marketing and licensing, ticketing, sponsorship, facility & event operations, alumni relations, media and public relations, and student-athlete support services.

EXSS 6335 - Marketing in Sport (3)

A survey of marketing concepts through the utilization, application, and initiation of marketing research including promotion, public relations, and sponsorship campaigns designed for the sport industry. Emphasis on marketing plans, fundraising campaigns, corporate sponsorship proposals, assessment of promotional needs and limitations, and development of a comprehensive promotion plan.

EXSS 6337-Facilities Management-This course will focus on providing students with the knowledge needed to make the proper decisions in all areas of facility management ranging from health clubs, colleges, and recreational environments to professional sport stadiums. Students will learn the history of the sport facility industry; the primary goals and objectives of facility managers; how to build and finance a facility; facility operation; administration of marketing, finance, and other critical areas; and event administration and management

EXSS 6340 - Management & Leadership in Sport (3)

An analysis of planning, organizing, leading, and evaluating efforts resulting in the creation of a vision and the establishment of goals for professional and amateur sport organizations. Emphasis on effective management practices, policy development, negotiation, conflict resolution,

strategic planning, leadership theory, decision-making, problem solving, and event management principles.

EXSS 6343 Human Resource Management - Investigation of the essential concepts in the management of an organization's greatest resource – its workforce. Focus on the critical aspects of human resources applicable to athletic administration and related organizations. Emphasis on employee acquisition, training, development, motivation, appraisal, and retention.

EXSS 6347-Organizational Behavior-This course offers a look at the inner workings of sport organizations and integrates the study of management principles and practices with human behavior. Students will explore key contemporary behavioral and managerial issues that leaders, managers, and employees in sport organizations face. Students will gain an understanding of individual, intrapersonal, and organizational processes that are fundamental to leading and working in a sport organization.

EXSS 6350 - Readings, Issues, Trends, Problems in EXSS (3)

Designed to provide an opportunity for critical analysis and study of selected problems, trends, techniques, and issues in EXSS as presented in published items and research and related to programs including physical education, athletics, movement, and sport sciences.

EXSS 6352 - Research Methods in Sport Administration (3)

This course will explore qualitative research design and analysis. This course will serve as an introduction to statistics, experimental design, and proposal writing. Developmental theory, investigation and gathering of data, statistical analysis and evaluation, and research reporting as these relate to research in exercise science.

EXSS 6397 (Capstone) Professional Career Development Portfolio - Capstone course designed to prepare graduate students for employment or career advancement opportunities. Students will design and prepare a job-specific, professional portfolio including executive-level written documents, and personal video of various interview procedures including phone, skype, group, and face-to face.