

The Master of Science (M.S.) degree in Sport Administration

The Master of Science (M.S.) degree in Sport Administration is comprised of three concentrations: intercollegiate sports, sport business leadership and international sports. The graduate program will work collaboratively with Hampton University Athletics and the Hampton University International Office. This collaboration will strengthen all areas by allowing students to do internships, volunteer work and specified course assignments with the athletics department; seek study abroad and internships abroad through HU International. Content delivery will combine both online and on campus delivery.

Our main goals are:

- To provide comprehensive graduate training for students wishing to complete a degree in sport administration.
- To create a strong, intra-university collaboration; in addition to developing community relations, and strong partnerships for internships and jobs with sport organizations.
- To make innovative and major contributions to this growing field of study both domestically and abroad. Creating a dynamic and competitive program while providing excellent research will be essential for attracting the best students and superb faculty.

M.S., SPORT ADMINISTRATION INTERNATIONAL SPORT CURRICULUM SEQUENCE

FALL SEMESTER			SPRING SEMESTER		
PED 601	Sport Law	3	PED 611	Research Methods	3
PED 623	Sport and Social Responsibilities	3	PED 622	Global Brand Management	3
PED 621	International World Business Cultures	3	PED 602	Sport Finance	3
PED 600	Sport Marketing	3	PED 624	Organizational Leadership	3
Total		12	Total		12

SUMMER SEMESTER

PED XXX	Elective	3
Total		3

FALL SEMESTER

PED XXX	Internship or Thesis	6
Total		6

TOTAL CREDIT HOURS – 33

**ORGANIZATIONAL BEHAVIOR AND SPORT BUSINESS LEADERSHIP
CURRICULUM SEQUENCE**

FALL SEMESTER			SPRING SEMESTER		
PED 601	Sport Law	3	PED 611	Research Methods	3
PED 623	Sport and Social Responsibilities	3	PED 615	Adv. Marketing-Appl. Research Sales	3
PED 616	Public Relations & New Media	3	PED 602	Sport Finance	3
PED 600	Sport Marketing	3	PED 624	Organizational Leadership	3
Total		12	Total		12

SUMMER SEMESTER

PED XXX	Elective	3
Total		3

FALL SEMESTER

PED 631 or PED 632	Internship or Thesis	6
Total		6

TOTAL CREDIT HOURS – 33

**M.S., SPORT ADMINISTRATION
INTERCOLLEGIATE ATHLETICS
CURRICULUM SEQUENCE**

FALL SEMESTER			SPRING SEMESTER		
PED 601	Sport Law	3	PED 611	Research Methods	3
PED 623	Sport and Social Responsibilities	3	PED 620	Sport Governance	3
PED 619	NCAA	3	PED 602	Sport Finance	3
PED 600	Sport Marketing	3	PED 624	Organizational Leadership	3
Total		12	Total		12

SUMMER SEMESTER

PED XXX	Elective	3
Total		3

FALL SEMESTER

PED 631 or PED 632	Internship or Thesis	6
Total		6

TOTAL CREDIT HOURS – 33

Sport Administration Graduate Courses

PED 600 Sport Marketing Lec.3 /Credit 3.

The specific application of marketing principles and processes to sport products (e.g., teams, leagues, events, etc.). This course will focus on the production, product distribution, promotion and pricing of a sport, business product to satisfy the needs of the consumers and meeting the company's objectives.

PED 601 Sport Law Lec.3 /Credit 3.

Students enrolled in this course will learn legal issues within the sport industry, in educational settings and within the community in which individuals have access to fitness equipment and playground

equipment. Sponsorship law, including the protection of intellectual property, property acquisitions and leasing of sporting facilities, player, team, and public security/ safety advices will be examined.

PED 602 Sport Finance Lec.3 /Credit 3.

This course is designed to ground students in the real world of financial management in sport, showing them how to apply financial concepts and appreciate the importance of finance in sound sport management and operations.

PED 611 Research Methods Lec.3 /Credit 3.

The basic process for conducting research involving asking a question, designing a study, collecting data, analyzing results, reaching conclusions and sharing the findings.

PED 615 Advanced Marketing –Applied Research and Sales Lec.3 /Credit 3.

Students will focus on social and economic trends or governmental regulations, contemporary approaches to marketing and entrepreneurship.

PED 616 Public Relations and New Media Lec.3 /Credit 3.

Students will learn the art and science of establishing and promoting a favorable relationship with the public as it relates to the sport industry.

PED 619 NCAA Compliance Lec.3 /Credit 3.

Intercollegiate matters concerning the compliance of athletics programs with the bylaws set forth by the National Collegiate Athletic Association. Topics include: rules for competition, recruiting, and graduation.

PED 620 Sport Governance Lec.3 /Credit 3.

This course will focus on the power, politics, policies, power and procedures within sport organizations. State, national and international sport organizations will be compared along with the impact of sport globalization.

PED 621 International World Business Lec.3 /Credit 3.

A comparative investigation of the U.S. and other world markets. Topics for this course include: global trade, culture, finance, education, insurance, law, logistics and marketing.

PED 622 Global Brand Management Lec.3 /Credit 3.

Students will learn the various markets and compare issues in order to determine how best to manage the brand globally.

PED 623 Sport and Social Responsibility Lec.3 /Credit 3.

This course critically examines the interconnected concepts of organizational ethics and their significant role in developing a sport organization's mission, culture, strategic plan, operational policies, leadership style, work environment, marketing approach, and customer service. Through analytical discussions of

ethical systems and case study analyses, this course enables the development of a framework for understanding an organization's social responsibility, for improving an organization's integrity, and for the development of a personal professional code of ethics.

PED 624 Organizational Leadership in Sport Administration Lec.3 /Credit 3.

Recognizing the peculiar relationships that form among people joined together in a collaborative effort and leading those people to accomplish a common goal. Students will analyze leadership styles and the effects of each.

PED 625 Race and Ethnicity in Sport Administration Lec.3 /Credit 3.

Series of advanced topics in race and ethnicity and its influence in the sport industry. Course includes topics in Patterns of change in terms of race, and ethnicity in sport, inclusion or exclusion from sport on the basis of race or ethnicity, policy innovations with respect to race and ethnicity in sport, management initiatives with respect to race and ethnicity in sport, sport for culturally and linguistically diverse (CALD) communities, career opportunities in and around sport for CALD communities, sports stars as role models for CALD communities, sport and gender differences in CALD communities, assumptions of athletic ability according to race or ethnicity, media representations of race and ethnicity in sport.

PED 626 Gender Issues in Sport Administration Lec.3 /Credit 3.

Participation and equity issues in sports. Topics include: The global women's rights movement, increased media coverage of women in sports, underrepresentation of women in decision-making positions in sports, homophobia, trivialization of women's sports, and Title IX.

PED 627 Sport Nutrition Lec.3 /Credit 3.

Designing proper sports nutrition and eating to fuel workouts and improve sports performance. Favorite foods for exercise recovery, eating healthy on a budget, eating before exercise, foods for athletic competition, energy pathways for exercise, How carbohydrate, fat and protein fuels exercise, post-exercise meal, high protein diets and sports performance.

PED 628 Event Management/Facilities Maintenance Lec.3 /Credit 3.

Event management from developing the concept right through to the post-event monitoring and evaluation; maintaining sport facilities. Topics include: budget management, roles and responsibilities, action plans and timescales, all aspects of event health and safety, including the development of event safety management plans, child welfare, risk assessments, traffic management and insurance and liability issues, branding and signage, on the day co-ordination, logistics and the recruitment, development and management of volunteers.

PED 631 Internship Credit 6

Field Experience. Students will have supervised practical training within the sport industry. Students must complete twelve weeks of training under an approved supervisor.

PED 632

Thesis

Credit 6

Faculty-supervised research project on a topic related to the student's chosen concentration.