

PESM: SPORTS MANAGEMENT (PESM)

PESM 502. Planning Program Develop & Eva. (3 Credits)

This course examines how to conduct an effective needs assessment and apply the data to develop and implement appropriate programs to meet the needs of the public. This course also focuses on conducting effective evaluation using statistical applications.

PESM 503. Appl Assess Methods Sport Admi. (3 Credits)

This course is designed to provide students with a basic knowledge of the field of sport management through study course also provides a critical analysis of the different types of research and the various methods of acceptable styles for reporting data.

PESM 504. Sports Finance. (3 Credits)

This course will investigate fund raising activities and the appropriate use of financial resources within the sports industry.

PESM 505. Facility And Event Management. (3 Credits)

This course focuses on the evaluation of problems relating to programming of equipment and facilities, including visits to and evaluation of surrounding facilities.

PESM 510. Readings In Physical Education. (3 Credits)

This course identifies issues arising from current problems in sport management; exploration of points of view and possible solutions.

PESM 523. Sport and Entertainment MGMT. (3 Credits)

The course identifies and evaluates entertainment business opportunities and projects using financial principles, while also learning how to raise the necessary finances to fund a company and/or project. Students will discuss how the digital revolution has impacted the entertainment industry and learn strategies for protecting and exploiting rights within the digital domain.

PESM 529. Sports Entrepreneurship. (3 Credits)

This course focuses on the entrepreneurial opportunities in the sports industry, to include sports management, sports franchise, sports agency, and small sports business management professions and programs. The course focuses heavily on the business plan, financial, and planning issues associated with entrepreneurial and small business ventures. Students will develop their own entrepreneurial sports plan as an independent research project for this course.

PESM 530. Sport And Marketing. (3 Credits)

This course provides an evaluation of sport marketing, including applications of mainstream marketing which include a historical overview of sport marketing, collegiate and professional sporting events, commercial and public organizations, sporting goods, and the sport enterprise.

PESM 531. Sport Seminar. (3 Credits)

This course examines research and discussion of critical topics in sport management. Subjects to be studied will vary according to the concerns of seminar students.

PESM 532. Legal Issues In Sport. (3 Credits)

This course is designed to address ethics from a legal standpoint. This course will focus on research for specific legal issue cases and how to apply them to practical situations.

PESM 534. Sport Psychology. (3 Credits)

This course focuses on personality, aggression, attitudes, competition stress, social facilitation, and small group research as related to athletes and individuals involved in sport. This course will focus on specific sport psychology objectives and how to apply them to practical situations.

PESM 535. Ethics in Sports. (3 Credits)

This course offers an introduction to ethics within the sporting context. The values promoted within sport will be examined along with common ethical dilemmas faced by those involved in sport. The course will cover issues ranging from fair play to sportsmanship to other current ethical issues.

PESM 536. Media and Sport. (3 Credits)

The course is designed to introduce students to the broadcasting and reporting of sports in the media. The relationship between sports and the media, particularly mass media platforms such as television, radio, newspapers, and online news agencies will be explored. The career opportunities, responsibilities, and current trends will be examined. Topics include sports journalism and sports communications, ethics, issues related to race, gender and sexual orientation, sports and data and emerging media.

PESM 538. Organization/Mgmt of Athletics. (3 Credits)

This course is designed to provide an understanding of the aims, objectives, principles, policies, procedures and requirements for a successful career as a sport administrator. This course also focuses on specific athletic management objectives and how to apply them to practical situations.

PESM 566. Special Topics. (3 Credits)

This course is designed to provide an examination of selected topics in Physical Education. This course will focus on consideration of the sources, characteristics, and significance of the subject treated.

PESM 570. Directed Research In Sport. (3 Credits)

This course is a supervised research project in an area applicable to the field of study and agreed upon by the student and major advisor.

PESM 571. Sport Management Internship. (3-6 Credits)

This course includes on-the-job learning in a sport management setting. Field experience involving supervised contact with Sport administrators. Fifteen contact hours per semester credit hour is required (90 total contact hours). Prerequisite: Completion of all requirements of the program and permission of the program coordinator.

PESM 599. Oral And Written Comp Exam. (0 Credits)

This course provides an oral and written examination to assess the candidate's program, and his/her ability to apply this knowledge to overall knowledge of course work pursued in the graduate designated sets of circumstances. Prerequisite: Satisfactory completion of all other requirements for degree completion, and the permission of the program coordinator.