Sport Management- Athletic Administration Emphasis, MS

Master of Science in Sport Management Program Learning Outcomes

At the successful completion of this program, students will be able to:

- 1. Manage multifaceted organizations and their personnel in the development and enhancement of sport operations and performance.
- 2. Analyze data sets pertaining to athletic and organizational performance to develop insights and formulate development plans.
- 3. Analyze critical issues and apply appropriate principles, models, and strategies to complex and diverse settings in the sport industry.
- 4. Evaluate resource acquisition and allocation in athletic departments and its impact on organizational operations and athlete development, health, and performance.
- 5. Combine theoretical knowledge with its practical application through experiential learning and practice.