

MASTER OF SPORT MANAGEMENT, PLAN C (M.S.M.)

Graduates of the Master of Sport Management, Plan C program become mid-to-high level sport industry leaders in domestic and global, as well as private, public, and non-governmental sport organizations. Students are prepared to pursue leadership roles within sport, equipped with critical understandings and tools for effective responsiveness to the shifts in industries of sport. Graduates of the program gain practical and theoretical knowledge to pursue a range of mid-high level positions in sport. This specialization has a focus on preparing managers across the sport industry. All curriculum of the program is geared towards providing students with the necessary skills and knowledge to become successful sport industry leaders.

[Students interested in graduate work should refer to the Graduate and Professional Bulletin.](#)

Learning Objectives

1. Identify and analyze ethical, legal, and socio-cultural issues, and formulate responses for use in managerial decision making and policy determinations in sport.
2. Identify and apply organizational theories and frameworks to the practice of sport management leadership and policy.
3. Respond to and engage collaboratively with diverse stakeholders and communities to address social challenges.
4. Employ appropriate methodologies and techniques, and manage strategic planning, as well as financial and human resource management.
5. Assess marketing and media needs, and formulate short term and long term solutions.
6. Develop and demonstrate, execute, and evaluate a sports event.
7. Reflect critically and develop collaborative solutions to address challenges of emerging issues concerning sport management and policy.