Sport Management- Sport Performance Management 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.