

Sport Management

Department Information

- **Sport Management Program Coordinator:**
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- **Credential Offered:**
M.S., Certificate

The Master of Science in Sport Management (MSM) is a fully online graduate program consisting of 30 total credit hours. Nine credits of coursework make up the core that all MSM students are required to take. The remaining 21 credits will be filled by elective courses. In addition to electives, students also have the option of completing the 15-credit Intercollegiate Athletic Administration (IAA) graduate certificate.

The MSM is designed to help students further their sport management education and make them sought-after by employers. The MSM provides advanced studies designed to fully prepare students for a career in the sports industry. As the number of sport management programs increases, students may need to further differentiate themselves by earning a master's degree. While the number of opportunities to work in the industry may be growing, so too is the number of sport management graduates being produced to fill those opportunities. A graduate degree gives students the chance to distinguish themselves from other job seekers. Additionally, a master's degree can help employees stand out in the industry when being considered for promotion and advancement within organizations.

The online degree gives students the flexibility of being able to complete their coursework anywhere and can be tailored to fit the schedule of the student – serving both the traditional student as well as the professional. Currently the number of distance programs in sport management in the region has dropped – NDSU's MSM fills a need of area professionals to be able to complete their graduate degree in a program delivered entirely online.

Accelerated Degree Option

Additionally, Students interested in continuing their education in sport management beyond their bachelor's degree have the option to begin their graduate studies in sport management in their senior year. Students will apply for the accelerated program during their junior year. During their senior year, they will complete up to four courses that will count for both their undergraduate degree and their MSM degree. Following the completion of their undergraduate degree in their fourth year, the remainder of needed graduate courses will be taken during the fifth year.

Masters

Code	Title	Credits
Required Courses		9
HNES 614	Global Perspectives in Sport	
HNES 626	Foundations of Sport Management	
HNES 700	Research in Physical Education and Sport Coaching	
Electives		21
HNES 601	Principles of Intercollegiate Athletics Administration	
HNES 615	The Olympic Games and Mega-Sporting Events	
HNES 616	Foundations in African Sport	
HNES 617	Foundations in European Sport	
HNES 618	Foundations of Sport in Oceania	
HNES 619	Foundations in Asian Sport	
HNES 621	Foundations of Sport in the Americas	
HNES 625	Strategic Sport Marketing	
HNES 644	Sport Finance	
HNES 692	Global Practicum: Study Abroad	
HNES 704	Psychological Foundation of Sport & Physical Activity	
HNES 707	Sport and Society	
HNES 739	Sport Revenue Generation	
HNES 745	Intercollegiate Sport Leadership	

HNES 749	Governance in College Sport
HNES 768	Socio-cultural and Ethical Issues in Intercollegiate Sport
HNES 769	Human Resource Management In Sport
HNES 771	Sport and the Media
HNES 790	Graduate Seminar
HNES 793	Individual Study
HNES 794	Practicum/Internship
Total Credits	
30	

Intercollegiate Athletics Administration Certificate

Code	Title	Credits
Required Courses		6
HNES 601	Principles of Intercollegiate Athletics Administration	
HNES 749	Governance in College Sport	
Electives		9
HNES 745	Intercollegiate Sport Leadership	
HNES 768	Socio-cultural and Ethical Issues in Intercollegiate Sport	
HNES 794	Practicum/Internship	
Total Credits		15