

SPORT MANAGEMENT

Contact Information

Sport Management
<https://sport.rice.edu/>
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Sport Management is an interdisciplinary field of study that draws from a wide range of academic disciplines, including business, management, law, and communication. The thoroughly interdisciplinary emphasis of the sport management major aims to educate students in the skills and theory necessary to assume leadership roles both in and out of the sport industry.

Career preparation for leadership and entrepreneurial positions is the ultimate goal of the sport management major at Rice. Students will acquire a solid academic and practical foundation and thus will be competitive for opportunities that include entering the sport business industry or applying to the country's best law and business schools.

Along with the department of Statistics, and the Data to Knowledge (D2K) Lab, the department of Sport Management additionally oversees the [Sport Analytics major](https://ga.rice.edu/programs-study/departments-programs/social-sciences/sport-analytics/#text) (<https://ga.rice.edu/programs-study/departments-programs/social-sciences/sport-analytics/#text>).

Bachelor's Programs

- Bachelor of Arts (BA) Degree with a Major in Sport Management
 - [and a Major Concentration in Sport Law](https://ga.rice.edu/programs-study/departments-programs/social-sciences/sport-management/sport-management-ba-law-concentration/) (<https://ga.rice.edu/programs-study/departments-programs/social-sciences/sport-management/sport-management-ba-law-concentration/>)
 - [and a Major Concentration in Sport Leadership](https://ga.rice.edu/programs-study/departments-programs/social-sciences/sport-management/sport-management-ba-leadership-concentration/) (<https://ga.rice.edu/programs-study/departments-programs/social-sciences/sport-management/sport-management-ba-leadership-concentration/>)
- [Bachelor of Arts \(BA\) with a Major in Sport Analytics](https://ga.rice.edu/programs-study/departments-programs/social-sciences/sport-analytics/sport-analytics-ba/) (<https://ga.rice.edu/programs-study/departments-programs/social-sciences/sport-analytics/sport-analytics-ba/>)

Sport Management does not currently offer an academic program at the graduate level.

Chair and Professor in the Practice

Clark D. Haptonstall

Assistant Professors

Hua Gong
 Scott Powers

Associate Professor Emeritus

James G. Disch

Professors in the Practice

Diane Crossey
 Steven Rackley
 Tom Stallings
 Stephanie Wilka

Lecturer

Carrie Potter

Adjunct Lecturers

Chris Canetti
 Jeff Luhnnow
 Daryl Morey

For Rice University degree-granting programs:

To view the list of official course offerings, please see [Rice's Course Catalog](https://courses.rice.edu/admweb/!SWKSCAT.cat?p_action=cata) (https://courses.rice.edu/admweb/!SWKSCAT.cat?p_action=cata).

To view the most recent semester's course schedule, please see [Rice's Course Schedule](https://courses.rice.edu/admweb/!SWKSCAT.cat) (<https://courses.rice.edu/admweb/!SWKSCAT.cat>).

Sport Management (SMGT)

SMGT 238 - SPECIAL TOPICS

Short Title: SPECIAL TOPICS

Department: Sport Management

Grade Mode: Standard Letter

Course Type: Internship/Practicum, Laboratory, Lecture, Lecture/Laboratory, Seminar, Independent Study

Credit Hours: 1-4

Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.

Course Level: Undergraduate Lower-Level

Description: Topics and credit hours may vary each semester. Contact department for current semester's topic(s). Repeatable for Credit.

SMGT 260 - INTRODUCTION TO SPORT MANAGEMENT

Short Title: INTRO TO SPORT MANAGEMENT

Department: Sport Management

Grade Mode: Standard Letter

Course Type: Lecture

Distribution Group: Distribution Group II

Credit Hours: 3

Restrictions: Enrollment limited to students with a class of Freshman or Sophomore. Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.

Course Level: Undergraduate Lower-Level

Description: This course is designed to: first, provide the student with an overview of the structure of the sport industry as well as issues facing sport organizations and how management techniques can be applied to solve business problems. Second, students will be introduced to the various sub-disciplines within sport management (marketing, law, sales, event management, etc). Third, students will become familiar with career opportunities in sport management. Special Registration is required for Juniors and Seniors.

SMGT 266 - LEADING WITH SERVICE**Short Title:** LEADING WITH SERVICE**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment limited to students with a class of Freshman or Sophomore. Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Lower-Level**Prerequisite(s):** SMGT 260**Description:** This course will examine industry leaders in customer service, identifying the unique qualities that their employees exhibit. Students will learn the fundamentals of service delivery and various research and various research and analysis methods, then apply those in practical applications with local sports franchises. By the conclusion of this course, students will have created a customer service vision for a fictitious organization, developed training programs for employees and created measureable objectives for success. This course is for Freshmen and Sophomores only. Special Registration is required for Juniors and Seniors.**SMGT 276 - SPORT MANAGEMENT PRACTICUM****Short Title:** SPORT MANAGEMENT PRACTICUM**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture/Laboratory**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Lower-Level**Prerequisite(s):** SMGT 260 or KINE 260**Description:** This class is designed to prepare students for working in the sport industry. Students will learn how to construct an effective resume, interview skills, business etiquette, etc. Students will also gain real-life experience by working with one of the numerous sports organizations in Houston for 100 hours during the course of the semester.**SMGT 320 - BUSINESS OF COLLEGE ATHLETICS****Short Title:** BUSINESS OF COLLEGE ATHLETICS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** SMGT 260**Description:** This course will focus on developing an understanding of college athletics and its role in higher education. Students will develop a research project and presentation as well as learn from guest speakers and case studies.**SMGT 350 - SPORT ETHICS****Short Title:** SPORT ETHICS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Distribution Group:** Distribution Group II**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Description:** This course is designed to assist students in self-evaluating, examining and developing a philosophy, values, and moral reasoning skills. Major moral/ethical issues and theoretical frameworks inside and outside of sport will be researched and discussed. Students will experience the ethical decision-making process through opportunities for critical analysis drawing upon their philosophical bases. All major theories of ethics will be examined with special application made to the sport management environment.**SMGT 360 - SALES & REVENUE GENERATION IN SPORT****Short Title:** SALES & REVENUE GENERATION**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** SMGT 260 or KINE 260**Description:** In this class, students are introduced to the characteristics that are required for successful selling in the sport industry, such as developing proposals, making persuasive sales presentations, closing deals, maintaining relationships, etc. Students will also explore the various ways that revenue is generated in the sport industry.**SMGT 361 - SPORT FINANCE****Short Title:** SPORT FINANCE**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Distribution Group:** Distribution Group II**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Description:** This course will explore economic and financial principals that are significant in the sport industry. This includes financial analysis and management, budgeting, forecasting, capital structuring, economic impact evaluations, and methods of revenue acquisition.**SMGT 362 - SPORT MARKETING****Short Title:** SPORT MARKETING**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Description:** This course covers the essentials of sport marketing which includes planning, promotions, operations, and market analysis. Students will examine the fundamental principles used in the marketing of sport, products, events, and the importance of service quality.

SMGT 364 - SPORT LAW**Short Title:** SPORT LAW**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Distribution Group:** Distribution Group II**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** SMGT 260 or KINE 260**Description:** This course is designed to introduce students to the American legal system and to the types of legal reasoning used by lawyers and judges. This course will also provide an overview of how various areas of sports are integrated with the American legal system.**SMGT 365 - SPORT MEDIATION****Short Title:** SPORT MEDIATION**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** SMGT 260 and SMGT 364**Description:** This course introduces the core principles of mediation. Within the class each student will become familiar with the nature of conflict, have a better understanding of culture awareness, as well as the ethics within the field of mediation. Students will conduct a full mediation while maintaining neutrality, exhibiting negotiation skills, and drafting agreements.**SMGT 366 - EVENT & VENUE MANAGEMENT****Short Title:** EVENT & VENUE MANAGEMENT**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** (SMGT 260 or KINE 260) and SMGT 266**Description:** This course will focus on the practical applications and principles related to managing venues and events. Emphasis will be placed on the importance of budgets, tickets, staffing, crowd management, risk management, operations, and event management, and how they all work together to create a positive experience their customers and clients. Students will be expected to evaluate and understand the nuances that go into event and venue management with the help of assignments, case studies, guest speakers and practical experience (when possible). At conclusion of this course a student should fully understand what goes into creating and managing a successful event.**SMGT 368 - ISSUES IN CONTEMPORARY SPORT****Short Title:** ISSUES IN CONTEMPORARY SPORT**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** SMGT 260 or KINE 260**Description:** This class examines the social institution of sport and its consequences for American society and various social organizations ranging from leisure to professional sport. Topics such as deviance in sport, discrimination, women in sport, and ethics will be covered. This class will also review the socialization implications from participation in sport.**SMGT 373 - SPORT ANALYTICS INTERNSHIP 1****Short Title:** SPORT ANALYTICS INTERNSHIP 1**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Internship/Practicum**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** SMGT 260 and SMGT 276**Description:** Internship experience for upper-level students in sport analytics. Instructor Permission Required.**SMGT 374 - SPORT ANALYTICS INTERNSHIP 2****Short Title:** SPORT ANALYTICS INTERNSHIP 2**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Internship/Practicum**Credit Hours:** 1-6**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** SMGT 260 and SMGT 276**Description:** Internship experience for upper-level students in sport analytics. Instructor Permission Required. Repeatable for Credit.**SMGT 376 - SPORT MANAGEMENT INTERNSHIP 1****Short Title:** SPORT MANAGEMENT INTERNSHIP 1**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Internship/Practicum**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** (SMGT 260 or KINE 260) and (SMGT 276 or KINE 276)**Description:** Internship experience for upper-level students in sport management.

SMGT 377 - SPORT MANAGEMENT INTERNSHIP 2**Short Title:** SPORT MANAGEMENT INTERNSHIP 2**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Internship/Practicum**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** (SMGT 260 or KINE 260) and (SMGT 276 or KINE 276)**Description:** Internship experience for upper-level students in sport management. Repeatable for Credit.**SMGT 378 - SPORT MANAGEMENT INTERNSHIP 3****Short Title:** SPORT MANAGEMENT INTERNSHIP 3**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Internship/Practicum**Credit Hours:** 1-6**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** (SMGT 260 or KINE 260) and (SMGT 276 or KINE 276)**Description:** Internship experience for upper-level students in sport management. Repeatable for Credit.**SMGT 379 - SPORT MANAGEMENT INTERNSHIP 4****Short Title:** SPORT MANAGEMENT INTERNSHIP 4**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Internship/Practicum**Credit Hours:** 1-6**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** (SMGT 260 or KINE 260) and (SMGT 276 or KINE 276)**Description:** Internship experience for upper-level students in sport management. Repeatable for Credit.**SMGT 396 - THE OLYMPIC GAMES****Short Title:** THE OLYMPIC GAMES**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Description:** The Olympic Games is most watched and internationally-recognized sporting event. This course will examine the history of the Olympic Games but also the political, cultural, financial, and social aspects as well.**SMGT 400 - BUSINESS OF PROFESSIONAL SPORTS****Short Title:** BUSINESS OF PRO SPORTS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Seminar**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** SMGT 276 and SMGT 360 and SMGT 362**Description:** This course will provide the student with an intensive, immersive learning experience in conjunction with a professional sports franchise. Students enrolled in this course will interact with senior executives from the front office who will present weekly on the challenges and opportunities facing their various operating departments. Students will engage in traditional classroom learning while also tackling real-world problems and creating potential solutions. Each week a different operating area will be examined.**SMGT 405 - RESEARCH IN SPORT MANAGEMENT****Short Title:** RESEARCH IN SPORT MANAGEMENT**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Research**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** (KINE 319 or STAT 280) and (SMGT 260 or KINE 260)**Description:** This class is designed to provide students with experience working on actual research projects, likely with one of the professional sport franchises in Houston. At the end of the semester, the class will present its findings to the organization's upper management.**SMGT 415 - THEORIES OF HIGH LEVEL PERFORMANCE****Short Title:** THEORIES-HIGH LVL PERFORMANCE**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Description:** This is a class designed for students who plan to go into coaching or training. It will provide the most current information available for training elite athletes in the area of strength, power, speed, and flexibility. Experts in the field of strength training, plyometrics, speed training, and flexibility will speak. The nature and basis of elite athlete training related to exercise physiology, biomechanics, motor learning, sport psychology, and nutrition will be explored.

SMGT 429 - TOPICS IN SPORT ANALYTICS**Short Title:** TOPICS IN SPORT ANALYTICS**Department:** Sport Management**Grade Mode:** Satisfactory/Unsatisfactory**Course Type:** Seminar**Credit Hour:** 1**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Description:** In an informal seminar style, we will discuss a selection of academic publications on applications of quantitative methods (statistics, computer science, data science, etc.) to various sports. Some papers will be classics, and others will be the latest research. Each student will give one oral presentation summarizing a paper of their choosing. Instructor Permission Required. Graduate/Undergraduate Equivalency: SMGT 529. Mutually Exclusive: Cannot register for SMGT 429 if student has credit for SMGT 529. Repeatable for Credit.**SMGT 430 - INTRODUCTION TO SPORT ANALYTICS****Short Title:** INTRO TO SPORT ANALYTICS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** STAT 310 or STAT 315 or DSCI 301 or ECON 307 or BUSI 395**Description:** Sport analytics is the use of data and quantitative methods to measure performance and make decisions to gain advantage in the competitive sports arena. In this course, students will learn skills including critical thinking, modeling, predictive analytics, game theory, optimization, and simulation. Graduate/Undergraduate Equivalency: SMGT 530. Mutually Exclusive: Cannot register for SMGT 430 if student has credit for SMGT 530.**SMGT 431 - ADVANCED SPORT ANALYTICS****Short Title:** ADVANCED SPORT ANALYTICS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** SMGT 430**Description:** This course will assist students in applying and developing advanced analytical skills specifically designed to evaluate sport performance as well as predict team & individual success. Students will achieve this through the development of critical thinking skills as well as advanced knowledge in modeling, statistical analysis, predictive analytics, game theory, optimization, data mining, machine learning techniques, and simulation. Graduate/Undergraduate Equivalency: SMGT 531. Mutually Exclusive: Cannot register for SMGT 431 if student has credit for SMGT 531.**SMGT 432 - SOCCER ANALYTICS****Short Title:** SOCCER ANALYTICS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** SMGT 430**Description:** This course is designed to allow students to learn and utilize statistical analysis and data science techniques to evaluate team and individual performances in soccer.**SMGT 435 - BASEBALL ANALYTICS****Short Title:** BASEBALL ANALYTICS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** SMGT 430**Corequisite:** DSCI 303**Description:** This course is designed to allow students to learn and utilize statistical analysis and data science techniques to evaluate team and individual performances in baseball. Graduate/Undergraduate Equivalency: SMGT 535. Mutually Exclusive: Cannot register for SMGT 435 if student has credit for SMGT 535.**SMGT 440 - SPORT BUSINESS ANALYTICS****Short Title:** SPORT BUSINESS ANALYTICS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Seminar**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** SMGT 260 and (STAT 280 or SOSC 302 or STAT 310 or STAT 315 or DSCI 301 or ECON 307 or BUSI 395)**Description:** In this age of Big Data, employees must be tech savvy with a strong background in computer and statistical analysis. Sport Business Analytics calls for special approaches to marketing and pricing. This course is designed to introduce the students to techniques that will allow for productive sport business analytics.**SMGT 441 - ADVANCED SPORT BUSINESS ANALYTICS****Short Title:** ADV SPORT BUSINESS ANALYTICS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** (STAT 315 or DSCI 301) and STAT 405 and SMGT 260**Description:** In this class, students will use quantitative methods and statistical software to analyze data for the purposes of making better-informed business decisions in the sport management industry.

SMGT 450 - LEADERSHIP IN SPORT MANAGEMENT**Short Title:** LEADERSHIP IN SPORT MANAGEMENT**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** SMGT 260**Description:** This course will provide an overview of several major leadership theories as well as stimulate discussion on different styles of leadership and how they apply to the sport industry. Students will perform a leadership self-evaluation as well as develop a plan for its real-world application.**SMGT 460 - BUSINESS ANALYSIS IN SPORT****Short Title:** BUSINESS ANALYSIS IN SPORT**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** SMGT 260 or KINE 260**Description:** Students will be exposed to the aspects of effectively planning for and introducing change in sport organizations. This will include an examination of the successful management of organizational and behavioral changes, focusing on planned and unplanned changes and emphasizing development of change strategies and the measurement of change effectiveness.**SMGT 464 - ADVANCED SPORT LAW****Short Title:** ADVANCED SPORT LAW**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** SMGT 364**Description:** This course exams legal issues impacting amateur and professional sports. Students will analyze sport cases and materials that cover multiple disciplines, including contracts, torts, constitutional law, labor and employment, and criminal law. Students will augment their learning through analysis and discussion of up-to-the-minute professional and collegiate sports law developments.**SMGT 465 - SPORT CONTRACTS AND NEGOTIATION****Short Title:** SPORT CONTRACTS & NEGOTIATION**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** SMGT 260 and SMGT 364**Description:** This course introduces students to contracts and negotiations and how they are used in sport management. Students develop an understanding of contract language, drafting and negotiation, as well as practical experience applying those techniques through exercises and role-play designed to increase understanding and enhance learning.**SMGT 466 - SPORT PUBLIC RELATIONS****Short Title:** SPORT PUBLIC RELATIONS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** (SMGT 260 or KINE 260) and (SMGT 362 or KINE 362)**Description:** An applied study of media in business and sport with an emphasis on press conferences, news releases, media-athlete relations, communications, print journalism, and community relations. Recommended Prerequisite(s): HUMA 201 or LEAD 321.**SMGT 467 - SPORTS JOURNALISM****Short Title:** SPORTS JOURNALISM**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Seminar**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Description:** Successful journalists must be able to communicate through their writing, their spoken word, and also through video. Students in this class will learn all of the different journalism formats and techniques including writing short and long articles, blogging, videos, podcasts, interviews, PR writing, social media, etc. Students will complete assignments in each of these areas. When students finish the course, they will have an updated portfolio filled with examples of their work. Recommended Prerequisite(s): SMGT 466

SMGT 470 - SPORT MANAGEMENT SEMINAR**Short Title:** SPORT MANAGEMENT SEMINAR**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Seminar**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** (SMGT 260 or KINE 260) and (SMGT 276 or KINE 276)**Description:** The object of this course is to expose students to upper-level problem-solving methods in the sport management industry. Students will learn by writing and solving case studies as well as discussing current issues. This class is designed for students who are pursuing a career in the sport management industry. Students will also interact with a series of speakers from the industry. Students should have completed the majority of SMGT classes before considering taking this course. Instructor Permission Required. Repeatable for Credit.**SMGT 477 - SPECIAL TOPICS****Short Title:** SPECIAL TOPICS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Internship/Practicum, Laboratory, Lecture, Seminar, Independent Study, Lecture/Laboratory**Credit Hours:** 1-4**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Description:** Topics and credit hours may vary each semester. Contact department for current semester's topic(s). Repeatable for Credit.**SMGT 490 - SEMINAR IN SPORTS ANALYTICS****Short Title:** SEMINAR IN SPORTS ANALYTICS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Seminar**Credit Hours:** 3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Prerequisite(s):** SMGT 431 and STAT 405 and STAT 410**Description:** This course is designed to be the culminating experience in the Sport Analytics program. Students will complete a semester-long research project while also hearing from selected industry professionals who will discuss their cutting edge research in the field of Sport Analytics. Graduate/Undergraduate Equivalency: SMGT 590. Mutually Exclusive: Cannot register for SMGT 490 if student has credit for SMGT 590.**SMGT 495 - INDEPENDENT STUDY****Short Title:** INDEPENDENT STUDY**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Independent Study**Credit Hours:** 1-3**Restrictions:** Enrollment limited to students with a class of Junior or Senior. Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Description:** Reading or research project to be determined by discussions between student(s) and faculty member(s). Must have the approval of the Chair of the Department of Sport Management and the participating faculty member. Instructor Permission Required.**SMGT 498 - SPECIAL TOPICS****Short Title:** SPECIAL TOPICS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Seminar**Credit Hours:** 1-4**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Description:** Topics may vary. Please consult with the Sport Management Program for additional information. Repeatable for Credit.**SMGT 499 - TEACHING PRACTICUM****Short Title:** TEACHING PRACTICUM**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Internship/Practicum**Credit Hours:** 1-3**Restrictions:** Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.**Course Level:** Undergraduate Upper-Level**Description:** Advanced teaching experience for upper level students who have demonstrated a particular aptitude and interest in an area of sport management. Students assist in conducting a course in which they have previously excelled. The student will learn techniques in course management, instruction, and evaluation. The Chair of the Department of Sport Management must approve all teaching assistants. Pre-requisites: declared Sport Management major. Student must have received at least an "A-" in the course serving as the practicum. Instructor Permission Required. Repeatable for Credit.**SMGT 529 - TOPICS IN SPORT ANALYTICS****Short Title:** TOPICS IN SPORT ANALYTICS**Department:** Sport Management**Grade Mode:** Satisfactory/Unsatisfactory**Course Type:** Seminar**Credit Hour:** 1**Restrictions:** Enrollment is limited to Graduate level students.**Course Level:** Graduate**Description:** In an informal seminar style, we will discuss a selection of academic publications on applications of quantitative methods (statistics, computer science, data science, etc.) to various sports. Some papers will be classics, and others will be the latest research. Each student will give one oral presentation summarizing a paper of their choosing. Instructor Permission Required. Graduate/Undergraduate Equivalency: SMGT 429. Mutually Exclusive: Cannot register for SMGT 529 if student has credit for SMGT 429. Repeatable for Credit.

SMGT 530 - INTRODUCTION TO SPORT ANALYTICS**Short Title:** INTRO TO SPORT ANALYTICS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Graduate level students.**Course Level:** Graduate**Corequisite:** COMP 680

Description: Sport analytics is the use of data and quantitative methods to measure performance and make decisions to gain advantage in the competitive sports arena. In this course, students will learn skills including critical thinking, modeling, predictive analytics, game theory, optimization, and simulation. Graduate/Undergraduate Equivalency: SMGT 430. Mutually Exclusive: Cannot register for SMGT 530 if student has credit for SMGT 430.

SMGT 531 - ADVANCED SPORT ANALYTICS**Short Title:** ADVANCED SPORT ANALYTICS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Graduate level students.**Course Level:** Graduate**Prerequisite(s):** COMP 680 and SMGT 530

Description: This course will assist students in applying and developing advanced analytical skills specifically designed to evaluate sport performance as well as predict team & individual success. Students will achieve this through the development of critical thinking skills as well as advanced knowledge in modeling, statistical analysis, predictive analytics, game theory, optimization, data mining, machine learning techniques, and simulation. Graduate/Undergraduate Equivalency: SMGT 431. Mutually Exclusive: Cannot register for SMGT 531 if student has credit for SMGT 431.

SMGT 532 - SOCCER ANALYTICS**Short Title:** SOCCER ANALYTICS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Graduate level students.**Course Level:** Graduate**Prerequisite(s):** COMP 680 and SMGT 530

Description: This course is designed to allow students to learn and utilize statistical analysis and data science techniques to evaluate team and individual performances in soccer.

SMGT 535 - BASEBALL ANALYTICS**Short Title:** BASEBALL ANALYTICS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Lecture**Credit Hours:** 3**Restrictions:** Enrollment is limited to Graduate level students.**Course Level:** Graduate**Prerequisite(s):** COMP 680 and SMGT 530

Description: This course is designed to allow students to learn and utilize statistical analysis and data science techniques to evaluate team and individual performances in baseball. Graduate/Undergraduate Equivalency: SMGT 435. Mutually Exclusive: Cannot register for SMGT 535 if student has credit for SMGT 435.

SMGT 590 - SEMINAR IN SPORTS ANALYTICS**Short Title:** SEMINAR IN SPORTS ANALYTICS**Department:** Sport Management**Grade Mode:** Standard Letter**Course Type:** Seminar**Credit Hours:** 3**Restrictions:** Enrollment is limited to Graduate level students.**Course Level:** Graduate**Prerequisite(s):** COMP 680 and SMGT 530

Description: This course provides students with the opportunity to summarize, synthesize, and build upon their coursework. Graduate/Undergraduate Equivalency: SMGT 490. Mutually Exclusive: Cannot register for SMGT 590 if student has credit for SMGT 490.

Description and Code Legend

Note: Internally, the university uses the following descriptions, codes, and abbreviations for this academic program. The following is a quick reference:

Course Catalog/Schedule

- Course offerings/subject code: SMGT

Department (or Program) Description and Code

- Sport Management: SMGT

Undergraduate Degree Description and Code

- Bachelor of Arts degree: BA

Undergraduate Major Descriptions and Codes

- Major in Sport Analytics: SPCS
- Major in Sport Management: SMGT

Undergraduate Major Concentration Descriptions and Codes

- Major Concentration in Sport Law: SPLW
- Major Concentration in Sport Leadership: SPLE

CIP Code and Description¹

- **SMGT** Major/Program: CIP Code/Title: 31.0504 - Sport and Fitness Administration/Management
- **SPCS** Major/Program: CIP Code/Title: 30.7199 - Data Analytics, Other
- **SPLW** Major Concentration: CIP Code/Title: 22.0000 - Legal Studies, General
- **SPLE** Major Concentration: CIP Code/Title: 31.0504 - Sport and Fitness Administration/Management

¹ Classification of Instructional Programs (CIP) 2020 Codes and Descriptions from the National Center for Education Statistics: <https://nces.ed.gov/ipeds/cipcode/>