

DEPARTMENT OF SPORT, HOSPITALITY AND EVENT MANAGEMENT

Ambassador Crawford College of Business and Entrepreneurship
www.kent.edu/business

Undergraduate Programs

- Hospitality and Event Management - B.S.
- Sport Administration - B.S.

Minors

Undergraduate

- Esports - Minor
- Event Planning - Minor
- Hospitality and Event Management - Minor
- Sport Administration - Minor

Certificates

Undergraduate

- Hospitality Management - Undergraduate Certificate
- Event Management - Undergraduate Certificate

Graduate Programs

- Hospitality and Tourism Management - M.S.
- Sport Administration - M.A.

Department of Sport, Hospitality and Event Management Faculty Hospitality and Event Management (HEM)

HEM 13022 SANITATION AND SAFETY PRINCIPLES AND PRACTICES 3 Credit Hours

This course is designed to prepare future hospitality managers to plan for and react to potentially dangerous situations that occur in the hospitality industry including food borne illness identification and prevention, safe alcohol service and management and CPR and First Aid administration. As part of the curriculum, students will train and become certified with the following regulatory authorities: ServSafe Manager/Ohio Level II food safety training, TIPs On Premise alcohol safety training and CPR/AED/1st Aid training.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: CTAG Culinary and Food Service, ITAG Culinary and Food Service

HEM 13023 FUNDAMENTALS OF FOOD PRODUCTION 3 Credit Hours

This course focuses on basic to intermediate culinary fundamentals in the commercial kitchen, as well as kitchen management practices and procedures.

Prerequisite: None.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1.5 lecture, 3 lab

Grade Mode: Standard Letter

Attributes: CTAG Culinary and Food Service

HEM 13024 INTRODUCTION TO HOSPITALITY MANAGEMENT 3 Credit Hours

An in-depth study of the career possibilities and opportunities in the hospitality and food service industries, including the aptitudes, skills and knowledge needed to be successful. In a student's career venture and search for job satisfaction, the most rewarding decisions come from being aware of all the available options and career paths. The hospitality industry is vast in scope and volume of business. It is a growing, dynamic and electrifying industry, which is examined initially through this introduction course.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: CTAG Culinary and Food Service

HEM 20040 THE BUSINESS OF EVENT MANAGEMENT 3 Credit Hours

The course is designed as an introduction of the complex event management industry. The event planning cycle is the foundation for discovering the role of social life cycle events, non-profit and corporate events in our global economy.

Prerequisite: HEM 13024.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HEM 20160 SAFETY AND SECURITY RISK MANAGEMENT 3 Credit Hours

Students gain an understanding of the concepts related to risk management including duty of care, risk assessment, planning and evaluative of risk techniques used within the hospitality event management field. Focus will be on how to manage, reduce and transfer risks in order to provide a safe and secure environment for events.

Prerequisite: HEM 13024.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HEM 20201 FOOD AND BEVERAGE MANAGEMENT 3 Credit Hours

This class is designed to provide students with key concepts and practical skills that they need to be effective foodservice managers. Emphasis is placed on the role of food and beverage in the hospitality industry, types of food and beverage, menu development and analysis, marketing, personnel management, supply chain management, corporate social responsibility.

Prerequisite: HEM 13022 and HEM 13023 and HEM 13024.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HEM 20250 ADVANCED FOOD PRODUCTION 3 Credit Hours

A continuation of Fundamentals of Food Production. This course focuses on the integration of students' prior culinary training, academic studies and experience in the field with high quality ingredients, advanced cooking techniques and contemporary food preparation and stylings.

In building on fundamentals previously learned, the students will examine the details of cuisine including food science, regionality, history, seasoning and flavoring techniques, plating and presentation methods.

Prerequisite: HEM 13022 and HEM 13023 and HEM 13024.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1.5 lecture, 3 lab

Grade Mode: Standard Letter

HEM 21095 SPECIAL TOPICS IN HOSPITALITY AND EVENT MANAGEMENT 1-4 Credit Hours

(Repeatable for credit) Discussion of a major discipline or subject within the hospitality industry.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 1-4 lecture

Grade Mode: Standard Letter

HEM 23030 HOTEL OPERATIONS 3 Credit Hours

The purpose of this course is to give students a basic understanding of the overall hotel operations. Students are introduced to the principles and practices of managerial functions relating to the operation of hotels and other accommodations.

Prerequisite: HEM 13024.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: CTAG Culinary and Food Service

HEM 23212 INTRODUCTORY FOOD SCIENCE 3 Credit Hours

(Cross-listed with NUTR 23012) Principles of food preparation and quality evaluation, with an emphasis on food science concepts, nutrition, food consumption trends and government regulation.

Prerequisite: NUTR 23511.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 3 lab

Grade Mode: Standard Letter

Attributes: TAG Health

HEM 23335 HOSPITALITY EXPERIENCE MANAGEMENT 3 Credit Hours

A significant element in the service industry is managing customers' experiences. In order to provide a comprehensive, inter- and multi-disciplinary view, the course will be constructed in three modules.

The first module will present the characteristics and dynamics of the service encounter. The second module will focus on successful service encounters (service quality) and its outcome (customer experience).

The third module will present the dynamics of service delivery process, including service failure and service recovery issues. The three modules of this course will provide an opportunity to understand the dynamics of the service encounter, to manage service quality and to learn how to better deliver service experience to customers.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HEM 23336 CLUB MANAGEMENT 3 Credit Hours

Introduction to private club management and operations. Strategic planning, marketing, human resources, service excellence, legal issues and financial management are emphasized within the context of food and beverage, golf and recreation.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HEM 23510 QUANTITY FOOD PRODUCTION, SERVICE AND SAFETY 3 Credit Hours

(Cross-listed with NUTR 23510) The application of management principles in quantity food production and service systems, including safety and sanitation; production forecasting and management; distribution; and service, commercial equipment and physical facilities.

Introduction to inventory, recipe standardization and considerations of nutrition, quality and sustainability in quantity production.

Prerequisite: NUTR 23112.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 3 lab

Grade Mode: Standard Letter

HEM 30110 FUNDRAISING AND PHILANTHROPIC EVENT MANAGEMENT 3 Credit Hours

This course explores the role fundraising and philanthropy can play in the success of the non-profit and voluntary segments of the event and hospitality industry. The focus centers on sponsorship opportunities, grants, campaigns (capital and annual), planned giving and corporate partnerships and the intersection of events that support those components.

Prerequisite: HEM 13024.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HEM 30120 WEDDINGS AND SPECIAL EVENT PROTOCOL 3 Credit Hours

The course provides an in-depth analysis of weddings and special event protocol. Coursework includes client detailing, site selection, contract negotiation, etiquette, budgeting, vendor relations, marketing, timeline development and public relations.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HEM 30280 FUNDAMENTALS OF FOOD AND BEVERAGE SERVICE 3 Credit Hours

This course provides students with skills in service techniques, effective merchandising, guest relations, customer service, restaurant operations and service of beer, wine and spirits. Students will gain knowledge about equipment and use of equipment related to several styles of service, proper dress and sanitation, organization and responsibilities within the dining room.

Prerequisite: HEM 13022 and HEM 13023 and HEM 13024.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HEM 33020 LEGAL ISSUES IN THE HOSPITALITY AND EVENT INDUSTRY 3 Credit Hours

Overview and analysis of legal issues of concern to the hospitality operation. Topics include employment law, food and beverage liabilities, patron civil rights, local, state and federal regulations; and franchising.
Prerequisite: HEM 13022 and HEM 13024 and MGMT 24163.

Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HEM 33050 PROFESSIONAL PRACTICE IN HOSPITALITY AND EVENT MANAGEMENT 2 Credit Hours

Course prepares students for professional work experiences in hospitality management. Career development and professional workplace issues are addressed. Topics covered include etiquette, resume writing and interview techniques, along with workplace relationships, networking and ethical dilemmas in hospitality management. Students must have documentation of 400 work hours.

Prerequisite: HEM 13024.
Schedule Type: Lecture
Contact Hours: 2 lecture
Grade Mode: Standard Letter

HEM 33129 CATERING AND BANQUET MANAGEMENT 3 Credit Hours

The course includes an in-depth analysis of all components of the catering profession including management, legal aspects, getting started in business, catering contracts, menu planning, beverage service, catering equipment, catering logistics, personnel, marketing, pricing, sanitation and safety practices, purchasing, accessory services, accounting and control practices.

Prerequisite: HEM 13022 and HEM 13024.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HEM 33140 CONVENTION SALES AND MANAGEMENT 3 Credit Hours

From a sales and convention management perspective, the convention and meetings industry is examined. Students are introduced to all facets of the conventions and meetings industry.

Prerequisite: HEM 13024.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

HEM 33145 BAKING AND PASTRY FUNDAMENTALS 3 Credit Hours

Building on the theoretical and practical foundations of Baking and Pastry Fundamentals, this course will help students develop advanced skills and knowledge in the production and selection of quality handcrafted and purchased products. Scientific principles and experimental methods will be explored and addition emphasis will be placed on advanced decorating and finishing techniques, yeast breads, sweet doughs, cakes, tortes, chocolate work.

Prerequisite: None.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 1 lecture, 4 lab
Grade Mode: Standard Letter
Attributes: CTAG Culinary and Food Service

HEM 33270 GLOBAL CUISINE 3 Credit Hours

Prepare, taste, serve, and evaluate traditional, regional dishes of Europe, Asia, and the Americas. Emphasis will be placed on history, ingredients, flavor profiles, preparations, and techniques representative of the cuisines.

Prerequisite: Sophomore standing.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 1.5 lecture, 3 lab
Grade Mode: Standard Letter

HEM 37377 CASINO MANAGEMENT AND GAMING OPERATIONS 3 Credit Hours

Introduction to the various aspects of the casino and gaming industry. Students study the structure of casino organizations, gain basic understanding of gaming operations and responsible gaming. Casino environments are experienced through on-site visitations. Funds for travel are the student's responsibility. All students must be legal age of 21 prior to on-site class visitations.

Prerequisite: Special approval.
Schedule Type: Laboratory, Lecture, Combined Lecture and Lab
Contact Hours: 2.5 lecture, 1 lab
Grade Mode: Standard Letter

HEM 41093 VARIABLE TOPIC WORKSHOP IN HOSPITALITY AND EVENT MANAGEMENT 1-3 Credit Hours

(Repeatable for credit) Workshop setting dealing with a topic or topics in hospitality and event management. Learning experiences are provided in a wide range of areas.

Prerequisite: None.
Schedule Type: Workshop
Contact Hours: 1-3 other
Grade Mode: Satisfactory/Unsatisfactory

HEM 41095 SPECIAL TOPICS IN HOSPITALITY AND EVENT MANAGEMENT 1-4 Credit Hours

(Repeatable for credit) Discussion of a major topic within a specific field of hospitality and event management.

Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 1-4 lecture
Grade Mode: Standard Letter

HEM 41096 INDIVIDUAL INVESTIGATION IN HOSPITALITY AND EVENT MANAGEMENT 1-3 Credit Hours

(Repeatable for credit) Independent study in hospitality and event management.

Prerequisite: Special approval.
Schedule Type: Individual Investigation
Contact Hours: 1-3 other
Grade Mode: Standard Letter

HEM 43027 HOSPITALITY AND EVENT MANAGEMENT: HUMAN RESOURCE STRATEGIES (WIC) 3 Credit Hours

Application of human resource management principles, practices, theories and legal issues relevant to hospitality organizations. Hospitality management focused case studies are incorporated.

Prerequisite: HEM 13022 and HEM 13023 and HEM 13024 and HEM 23030 and HRM 34180 and MGMT 24163 and MKTG 25010.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course

HEM 43030 FOOD SERVICE SYSTEMS MANAGEMENT 3 Credit Hours

(Slashed with HTM 53030)(Cross-listed with NUTR 43030 and NUTR 53030) Food service systems management, including systems theory; menu planning and evaluation; procurement; food production systems; sustainability; layout and design basics. Management concepts in non-commercial food service, including financial control, marketing, quality, management, leadership and human resources.

Prerequisite: HEM 23212 or NUTR 23012; and HEM 23510 or NUTR 23510.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: TAG Health

HEM 43031 LAYOUT AND DESIGN OF HOSPITALITY OPERATIONS 3 Credit Hours

Analysis and planning for the layout and design of hospitality operations. Includes basic principles of design; space analysis; human factors; and equipment use, care, selection and layout for hospitality facilities based on the financial performance of the operation; codes and related regulations. An appreciation for cost effective engineering and architecture concerns pertaining to hospitality operations is developed.

Prerequisite: HEM 13022 and HEM 13023 and HEM 13024 and HEM 23030.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HEM 43092 PRACTICUM IN HOSPITALITY AND EVENT MANAGEMENT (ELR) 1-6 Credit Hours

(Repeatable for credit) Supervised professional experience in the hospitality industry, including operations such as restaurants, hotels, clubs, health care, theme parks and food distribution. Course assignments are included.

Prerequisite: HEM 13022 and HEM 13023 and HEM 13024 and HEM 23030 and HEM 33050; and junior or senior standing; and special approval.

Schedule Type: Practical Experience

Contact Hours: 6-36 other

Grade Mode: Satisfactory/Unsatisfactory

Attributes: Experiential Learning Requirement

HEM 43099 CAPSTONE: STRATEGIC HOSPITALITY AND EVENT MANAGEMENT (ELR) 2 Credit Hours

This capstone course provides a comprehensive view of the business setting of hospitality and tourism organizations. The course includes a review of the competitive business environments, competitive advantage, above-average performance and competitive strategies as they pertain to hospitality and tourism management. The course will highlight current strategic issues in hospitality and tourism management referring to the most recent literature (practitioners' literature and academic journals). The course concludes a capstone group case analysis of a business problem in hospitality management, food and beverage management or event management.

Prerequisite: HEM 13024 and HEM 23030 and MGMT 24163 and MKTG 25010; and senior standing.

Schedule Type: Lecture, Project or Capstone

Contact Hours: 2 lecture

Grade Mode: Standard Letter

Attributes: Experiential Learning Requirement

HEM 43143 HOSPITALITY MEETINGS AND EVENT MANAGEMENT 3 Credit Hours

Exploration of the unique issues associated with managing hospitality meeting and event planning. Emphasis on management of association meetings, conventions and corporate events held in hospitality venues requiring food and beverage and/or lodging.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HEM 43226 FOOD AND BEVERAGE COST MANAGEMENT 3 Credit Hours

This course provides a comprehensive study of the cost control aspects of food and beverage operations that, when managed effectively, lead to profitability and ultimately success. Topics include purchasing, labor, beverage and food cost management (prime costs), budgeting, forecasting, cost analysis, inventory control and the overall factors that lead to the financial success of a food and beverage service operation.

Prerequisite: HEM 13024 and HEM 23030.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HEM 43231 FOOD, WINE AND BEVERAGE PAIRING 3 Credit Hours

Provides knowledge of the sensory relationship of food, wine, beer and other spirits and the important role this process has on hospitality operations. Topics include developing an understanding of wine, beer and food pairing as a hierarchical process. Menu development and cooking the food play an important role in this class; food is chosen first then paired with the appropriate beverage. Students must be 21 years old to enroll in the class.

Prerequisite: Special approval.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 1 lecture, 4 lab

Grade Mode: Standard Letter

HEM 43325 HOSPITALITY AND EVENT MARKETING 3 Credit Hours

Application of marketing principles, practices and theories relevant to hospitality organizations. Case studies drawn from the hospitality industry are incorporated.

Prerequisite: HEM 13024 and HEM 23030 and MGMT 24163 and MKTG 25010.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HEM 43329 HOSPITALITY FINANCIAL POLICY 3 Credit Hours

Developing financial analysis skills and decision-making capabilities for short- and long-term financial management problems in the unique setting of service industries with a specific focus on hospitality organizations, restaurants, clubs and resorts, through case analysis.

Prerequisite: HEM 13024 and HEM 23030 and MGMT 24163 and MKTG 25010.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HEM 43377 REVENUE MANAGEMENT 3 Credit Hours

Introduction to both the theory and the practice of revenue management. Through optimization techniques and data analytics, this class examines how hospitality firms manage resources and production capacity as well as make financial decisions in order to maximize performance and profitability.

Prerequisite: HEM 13024 and HEM 23030 and MGMT 24163 and MKTG 25010.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HEM 43388 LEADERSHIP AND ORGANIZATIONAL BEHAVIOR IN THE HOSPITALITY INDUSTRY 3 Credit Hours

This course provides students both study and practice in the latest concepts related to leadership and organizational behavior in the field of hospitality and to examine the factors that contribute to an ever-changing business world.

Prerequisite: HEM 13024 and MGMT 24163 and MKTG 25010.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Hospitality and Tourism Management (HTM)

HTM 53030 FOOD SERVICE SYSTEMS MANAGEMENT 3 Credit Hours

(Slashed with HEM 43030)(Cross-listed with NUTR 43030 and NUTR 53030) Food service systems management, including systems theory; menu planning and evaluation; procurement; food production systems; sustainability; layout and design basics. Management concepts in non-commercial food service, including financial control, marketing, quality, management, leadership and human resources.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HTM 55047 GLOBAL ISSUES OF TOURISM TRADE 3 Credit Hours

(Slashed with RPTM 45047) An examination of international and intercultural changes due to travel and tourism, particularly in economic, social and environmental areas. The studies include theories and cases and form the basis upon which a sustainable tourism policy is developed. The goal of the course is to prepare students for a leadership role in tourism policy making. The course has an emphasis on reading and discussion.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HTM 56000 TOURISM DEVELOPMENT AND RECREATIONAL TRAVEL 3 Credit Hours

(Slashed with RPTM 46000) Investigation of travel and tourism development using an interdisciplinary social science approach.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HTM 61092 HOSPITALITY AND TOURISM MANAGEMENT PROFESSIONAL PRACTICUM 3 Credit Hours

(Repeatable for credit) Supervised professional experience in the hospitality and/or tourism industry, including operations such as restaurants, hotels, clubs, resorts, theme parks and casinos. Minimum of 405 hours in the field.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Practical Experience

Contact Hours: 27 other

Grade Mode: Satisfactory/Unsatisfactory-IP

HTM 61098 RESEARCH IN HOSPITALITY MANAGEMENT 1-15 Credit Hours

(Repeatable for credit) Research for master's-level graduate students. Credit earned may be applied toward meeting degree requirements if school approves.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Research

Contact Hours: 1-15 other

Grade Mode: Standard Letter

HTM 61099 MASTERS PROJECT IN HOSPITALITY MANAGEMENT 2-6 Credit Hours

(Repeatable for credit) Completion and successful defense of master's project. Master's project students must register for a total of 6 credit hours, 2-6 in a single semester; distributed over several semesters if desired.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Research

Contact Hours: 2-6 other

Grade Mode: Satisfactory/Unsatisfactory-IP

HTM 61199 THESIS I 2-6 Credit Hours

(Repeatable for credit) Thesis students register for a total of 6 credit hours, 2 to 6 hours in a single semester, distributed over several semesters if desired.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Masters Thesis

Contact Hours: 2-6 other

Grade Mode: Satisfactory/Unsatisfactory-IP

HTM 61299 THESIS II 2 Credit Hours

(Repeatable for credit) Thesis II students must continue registration each semester until all degree requirements are met.

Prerequisite: HTM 61199; and graduate standing.

Schedule Type: Masters Thesis

Contact Hours: 2 other

Grade Mode: Satisfactory/Unsatisfactory-IP

HTM 63022 CURRENT ISSUES IN HOSPITALITY AND TOURISM MANAGEMENT 3 Credit Hours

Current research and management issues in hospitality operations are explored through the peer-reviewed and professional literature. Management or revenue topics with implications for hospitality managers are included.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HTM 63024 MANAGEMENT OF FOOD AND NUTRITION SERVICES 3 Credit Hours

Management issues in healthcare, food and nutrition services, child nutrition programs and other noncommercial food services will be examined. The impact of quality standards, public policy and current societal trends upon management of noncommercial operations will be studied.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HTM 63025 HOSPITALITY MARKETING 3 Credit Hours

Application of marketing principles, practices and theories relevant to hospitality organizations. Internet marketing in hospitality. Case studies drawn from the hospitality industry are incorporated.

Prerequisite: Graduate standing and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HTM 63027 HOSPITALITY HUMAN RESOURCE MANAGEMENT 3 Credit Hours

Application of human resource management principles, practices, theories and legal issues relevant to hospitality organizations. Hospitality management focused case studies and current controversies are incorporated.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HTM 63029 HOSPITALITY FINANCIAL POLICY 3 Credit Hours

Developing financial analysis skills and decision making capabilities for short- and long-term financial management problems in the unique setting of service industries with a specific focus on hospitality organizations, restaurants, clubs and resorts, through case analysis.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HTM 63035 HOSPITALITY SERVICE QUALITY MANAGEMENT 3 Credit Hours

Tourism and hospitality are service industries. A significant element in these industries is management of the service encounters, which is the focus this course. In order to provide a comprehensive, inter- and multi-disciplinary view, the course is constructed in three modules. The first module presents the characteristics and dynamics of the service encounter. The second module focuses on successful service encounters (service quality) and its outcome (customer satisfaction). The third module presents the dynamics of service failure and service recovery. The three modules provide an opportunity for students to understand the dynamics of the service encounter, to manage service quality and to learn how to identify service failure and plan for service recovery.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HTM 63040 STRATEGIC HOTEL MANAGEMENT 3 Credit Hours

The hotel manager's role as a strategic thinker is emphasized.

Techniques such as co-alignment model, brand strategy, competitor analysis, market research, risk management and finance options are used to develop strategic plans in hotels.

Prerequisite: Graduate standing.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

HTM 63043 HOSPITALITY MEETINGS MANAGEMENT 3 Credit Hours

Exploration of the unique issues associated with managing hospitality meeting and event planning. Emphasis on management of social association and corporate events, weddings, reunions, award banquets, receptions and annual meetings held in hospitality venues requiring food and beverage and/or lodging.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

HTM 63091 RESEARCH SEMINAR 1 Credit Hour

(Repeatable for credit) Presentation and discussion of research and projects by students and faculty. 1 credit hour to be applied toward degree requirements.

Prerequisite: Graduate standing.

Corequisite: SPAD 63098 or SPAD 63199 or SPAD 63299 or HTM 61098 or HTM 61199 or HTM 61299.

Schedule Type: Seminar

Contact Hours: 1 other

Grade Mode: Standard Letter

HTM 63095 SPECIAL TOPICS IN HOSPITALITY MANAGEMENT 1-3 Credit Hours

(Repeatable for credit) Specialized offering of a major topic within hospitality management.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 1-3 lecture

Grade Mode: Standard Letter

HTM 64099 HOSPITALITY AND TOURISM MANAGEMENT CAPSTONE 3 Credit Hours

This capstone course provides a comprehensive view of the business setting of hospitality and tourism organizations. The course includes a review of the competitive business environments, competitive advantage, above-average performance and competitive strategies as they pertain to hospitality and tourism management. The course will highlight current strategic issues in hospitality and tourism management referring to the most recent literature (practitioners' literature and academic journals). The course concludes with a capstone group case analysis of a business problem in hospitality and, or tourism.

Prerequisite: HTM 56000 or HTM 53025; and BA 64005 or RMS 65510; and HTM 63022, HTM 55047 and HTM 65041; and graduate standing.

Schedule Type: Project or Capstone

Contact Hours: 3 lecture

Grade Mode: Satisfactory/Unsatisfactory

HTM 65041 TOURISM AND HOSPITALITY REVIEW 3 Credit Hours
Reviews academic tourism and hospitality literature to provide students with a theoretical and empirical understanding of the tourism phenomenon. Issues include tourist motivations; the social, cultural and environmental impacts of tourism; tourism and development; and the impact of hospitality services on tourism.
Prerequisite: HTM 56000; and graduate standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

Sports Administration (SPAD)

SPAD 15000 INTRODUCTION TO SPORT ADMINISTRATION 3 Credit Hours

Course is designed to introduce students to the field of sport administration. Students are made aware of the career options available to them in the sport management profession. All course materials, assignments and class discussions emphasize both the understanding and application of key concepts across various aspects of the sport industry. Students also are introduced to the sport administration major curriculum and requirements. Recommend first course in the sport administration program sequences.
Prerequisite: None.

Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

SPAD 25000 SPORT IN SOCIETY 3 Credit Hours

Analysis of how sport relates to the social relations and cultural values of United States society. The course is framed by a critical evaluative perspective, examining how social class, ethnicity, race and gender relations contour sport practices.

Prerequisite: Sophomore standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

SPAD 25020 NATIONAL COLLEGIATE ATHLETIC ASSOCIATION POLICY AND STUDENT-ATHLETE LEADERSHIP 1 Credit Hour

Course is designed for the understanding of the National Collegiate Athletic Association (NCAA) and its policies related to Division I college athletics. Students review current issues, NCAA compliance, media/social branding, name image and likeness (NIL) and other topics that directly impact student-athletes at the collegiate level.

Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 1 lecture
Grade Mode: Standard Letter

SPAD 25092 PRACTICUM I IN SPORT ADMINISTRATION (ELR) 1-3 Credit Hours

(Repeatable for credit) A 105-hour (per credit) field experience in a sport administration setting.

Prerequisite: None.
Schedule Type: Practical Experience
Contact Hours: 7-21 other
Grade Mode: Satisfactory/Unsatisfactory-IP
Attributes: Experiential Learning Requirement

SPAD 25192 PRACTICUM IN PROFESSIONAL GOLF MANAGEMENT I (ELR) 1-3 Credit Hours

(Repeatable for credit) A cumulative 105-hour (per credit) on-campus seminar and field experience in a professional golf management setting.

Prerequisite: Special approval.
Schedule Type: Practical Experience
Contact Hours: 7-21 other
Grade Mode: Satisfactory/Unsatisfactory-IP
Attributes: Experiential Learning Requirement

SPAD 35021 GOVERNANCE IN SPORT 3 Credit Hours

Issues of governance in amateur and professional sports.

Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

SPAD 35025 FACILITY MANAGEMENT 3 Credit Hours

Overview of planning, staffing, marketing and managing sport facilities and complexes. The primary emphasis in this course is on management, personnel and operations issues.

Prerequisite: Junior or senior standing.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter

SPAD 35065 HISTORY AND PHILOSOPHY OF SPORT AND PHYSICAL ACTIVITY (WIC) 3 Credit Hours

Historical and philosophical foundations of sport and physical education; a study of factors influencing pedagogical, curricular and evaluation decisions in sport and physical education programs today.

Prerequisite: None.
Schedule Type: Lecture
Contact Hours: 3 lecture
Grade Mode: Standard Letter
Attributes: Writing Intensive Course

SPAD 35092 PRACTICUM II IN SPORT ADMINISTRATION (ELR) 1-3 Credit Hours

(Repeatable for credit) A 105-hour (per credit) field experience in a sport management setting.

Prerequisite: SPAD 25092.
Schedule Type: Practical Experience
Contact Hours: 7-21 other
Grade Mode: Satisfactory/Unsatisfactory-IP
Attributes: Experiential Learning Requirement

SPAD 35192 PRACTICUM IN PROFESSIONAL GOLF MANAGEMENT II (ELR) 1-3 Credit Hours

(Repeatable for credit) A cumulative 105-hour (per credit) on-campus seminar and field experience in a professional golf management setting.

Prerequisite: SPAD 25192; and special approval.
Schedule Type: Practical Experience
Contact Hours: 7-21 other
Grade Mode: Satisfactory/Unsatisfactory-IP
Attributes: Experiential Learning Requirement

SPAD 43018 ETHICS IN SPORT 3 Credit Hours

(Slashed with SPAD 53018 and SPAD 73018) Examination of selected situations in sport from an ethical reasoning perspective. Students undertake a problem-oriented case study approach that is based upon contemporary moral issues and moral theory.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45020 ORGANIZATION, ADMINISTRATION AND LEADERSHIP IN SPORT 3 Credit Hours

Leadership is crucial in the sport industry. This course presents a wide array topics pertinent to leadership and administration in sport that will give students a better understanding of how to lead, serve and motivate the various constituent groups within the sport industry.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45022 EVENT PLANNING AND PRODUCTION 3 Credit Hours

(Slashed with SPAD 55022) Students learn the proper planning process that all sport events undergo. Students apply these concepts in actual events that they develop and hold.

Prerequisite: MKTG 25010; and junior or senior standing.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

SPAD 45023 SPORT MARKETING 3 Credit Hours

The course, which is designed around market planning, examines how to formulate market ideas, incorporate market research, select segmentation, targeting and positioning strategies, implement sales and promotion strategies and assess control procedures within the sport and entertainment industry.

Prerequisite: MKTG 25010.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45024 SPORT IN GLOBAL PERSPECTIVE 3 Credit Hours

(Slashed with SPAD 55024) Students critically analyze how sport relates to general features of globalization and provide insight into the connection between global and local politics (including ethnic, religious, gender, environmental and sociospatial politics). The underlying assumption is that sport is part of a growing network of global interdependencies that bind human beings together.

Prerequisite: Senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45026 SPORT AND THE MEDIA 3 Credit Hours

(Slashed with SPAD 55026) Course offers an introduction to current scholarship and issues concerning sport and the media, including critical analysis of media representations with attention to gender, race, sexuality and disability; an examination of the structure of sports journalism and production; and an analysis of the role of mediated sport in culture more generally. The roles of institutions, producers, texts and audiences and their relationships to each other are examined.

Prerequisite: Junior or senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45027 PUBLIC RELATIONS AND PROMOTION IN SPORT 3 Credit Hours

Issues in public relations and promotion of sport such as advertising, crisis management, sales promotion and atmospherics.

Prerequisite: MKTG 25010.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45029 HISTORY AND CURRENT ISSUES IN COLLEGIATE ATHLETICS 3 Credit Hours

(Slashed with SPAD 55029) Examination of the historical development of athletics within American institutions of higher learning, with an emphasis upon concepts and ideals that underlie the developments and the major problems affecting contemporary intercollegiate athletics.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45030 SPORT ENTERPRISE (WIC) 3 Credit Hours

This is a capstone course for sport administration majors. The course is designed around business planning for sport. Students examine how to formulate business ideas, select a legal form of organization, locate financing sources, assess the market, develop a human resource management system and establish budget control.

Prerequisite: Senior standing; and special approval.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

Attributes: Writing Intensive Course

SPAD 45031 SPORT TOURISM 3 Credit Hours

(Slashed with SPAD 55031) Course incorporates both theoretical learning of travel for sports as a global phenomenon and application of such knowledge in hosting a sporting event with travel as the focus. The experiential, cultural and economic aspects of sport tourism are examined. Students demonstrate their ability to prepare a sport tourism plan upon the completion of the course.

Prerequisite: Junior or senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45032 SALES MANAGEMENT IN SPORT AND ENTERTAINMENT 3 Credit Hours

(Slashed with SPAD 55032) Students are introduced to the area of sales-force management in sport and entertainment. Historical, theoretical and conceptual frameworks are examined thoroughly, as well as functions, activities and skills of the professional salesperson in the age of information and technology.

Prerequisite: Junior or senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45034 ESPORT MANAGEMENT 3 Credit Hours

(Slashed with SPAD 55034) Students learn about the esports industry, its consumer and constituents. Students investigate the steps and components necessary to manage esports teams and esports events.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45035 SPORTS WAGERING 3 Credit Hours

(Slashed with SPAD 55035) Course investigates the sports wagering industry. Students learn about the different forms of wagering, the statutes and cases impacting sports wagering, as well as impact on society of increased access to sports wagering.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45050 SOCIAL PSYCHOLOGY OF SPORT 3 Credit Hours

(Slashed with SPAD 55050 and SPAD 75050) Psychological, social and developmental factors of participation and behavior in sport exercise and recreational activities. Theoretical and applied perspectives addressed.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 45091 SEMINAR FOR INTERNSHIP PREPARATION 1 Credit Hour

(Repeatable for credit) This course prepares the students for the internship experience in sport administration. Students must successfully complete this course prior to registering for internship.

Prerequisite: Minimum 2.500 overall GPA; and senior standing and special approval.

Schedule Type: Seminar

Contact Hours: 1 other

Grade Mode: Standard Letter

SPAD 45092 INTERNSHIP IN SPORT ADMINISTRATION (ELR) 3-12 Credit Hours

(Repeatable for credit) Supervised full-time experience providing knowledge of overall agency operation in approved sport management setting. 50 contact hours per credit hour.

Prerequisite: SPAD 35092 and SPAD 45091; minimum 2.500 overall GPA; and special approval.

Schedule Type: Practical Experience

Contact Hours: 10-40 other

Grade Mode: Satisfactory/Unsatisfactory-IP

Attributes: Experiential Learning Requirement

SPAD 45096 INDIVIDUAL INVESTIGATION IN SPORT ADMINISTRATION 1-3 Credit Hours

(Repeatable for credit) Individual investigation in sport administration. Faculty approval is required.

Prerequisite: Sport Administration major; and special approval.

Schedule Type: Individual Investigation

Contact Hours: 3.6-10.8 other

Grade Mode: Standard Letter-IP

SPAD 45192 INTERNSHIP IN PROFESSIONAL GOLF MANAGEMENT (ELR) 2-12 Credit Hours

(Repeatable for credit) Supervised full-time experience providing knowledge of overall agency operation in approved sport administration, professional golf management setting. 100 contact hours per credit hour with seminar interactive requirements.

Prerequisite: SPAD 25192; and special approval.

Schedule Type: Practical Experience

Contact Hours: 6.66-40 other

Grade Mode: Satisfactory/Unsatisfactory-IP

Attributes: Experiential Learning Requirement

SPAD 46028 SPORT IN FILM 3 Credit Hours

(Slashed with SPAD 56028) Critically evaluates the role of sport in film as it relates to a variety of issues in society.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 46080 LEGAL ISSUES IN SPORT AND RECREATION 3 Credit Hours

(Slashed with SPAD 56080) A discussion of legal issues as they apply to the sport and recreation industries.

Prerequisite: Junior or senior standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 46095 SPECIAL TOPICS IN SPORT ADMINISTRATION 1-3 Credit Hours

(Repeatable for credit) Special topics in sport administration.

Prerequisite: None.

Schedule Type: Lecture

Contact Hours: 1-3 lecture

Grade Mode: Standard Letter

SPAD 53018 ETHICS IN SPORT 3 Credit Hours

(Slashed with SPAD 43018 and SPAD 73018) Examination of selected situations in sport from an ethical reasoning perspective. Students undertake a problem-oriented case study approach that is based upon contemporary moral issues and moral theory.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 55022 EVENT PLANNING AND PRODUCTION 3 Credit Hours

(Slashed with SPAD 45022) Students learn the proper planning process that all sport events undergo. Students apply these concepts in actual events that they develop and hold.

Prerequisite: Graduate standing.

Schedule Type: Laboratory, Lecture, Combined Lecture and Lab

Contact Hours: 2 lecture, 2 lab

Grade Mode: Standard Letter

SPAD 55024 SPORT IN GLOBAL PERSPECTIVE 3 Credit Hours

(Slashed with SPAD 45024) Students critically analyze how sport relates to general features of globalization and provide insight into the connection between global and local politics (including ethnic, religious, gender, environmental and sociospatial politics). The underlying assumption is that sport is part of a growing network of global interdependencies that bind human beings together.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 55026 SPORT AND THE MEDIA 3 Credit Hours

(Slashed with SPAD 45026) Course offers an introduction to current scholarship and issues concerning sport and the media, including critical analysis of media representations with attention to gender, race, sexuality and disability; an examination of the structure of sports journalism and production; and an analysis of the role of mediated sport in culture more generally. The roles of institutions, producers, texts and audiences and their relationships to each other are examined.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 55029 HISTORY AND CURRENT ISSUES IN COLLEGIATE ATHLETICS 3 Credit Hours

(Slashed with SPAD 45029) Examination of the historical development of athletics within American institutions of higher learning, with an emphasis upon concepts and ideals that underlie the developments and the major problems affecting contemporary intercollegiate athletics.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 55031 SPORT TOURISM 3 Credit Hours

(Slashed with SPAD 45031) Course incorporates both theoretical learning of travel for sports as a global phenomenon and application of such knowledge in hosting a sporting event with travel as the focus. The experiential, cultural and economic aspects of sport tourism are examined. Students demonstrate their ability to prepare a sport tourism plan upon the completion of the course.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 55032 SALES MANAGEMENT IN SPORT AND ENTERTAINMENT 3 Credit Hours

(Slashed with SPAD 45032) Students are introduced to the area of sales-force management in sport and entertainment. Historical, theoretical and conceptual frameworks are examined thoroughly, as well as functions, activities and skills of the professional salesperson in the age of information and technology.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 55034 ESPORT MANAGEMENT 3 Credit Hours

(Slashed with SPAD 45034) Students learn about the esports industry, its consumer and constituents. Students investigate the steps and components necessary to manage esports teams and esports events.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 55035 SPORTS WAGERING 3 Credit Hours

(Slashed with SPAD 45035) Course investigates the sports wagering industry. Students learn about the different forms of wagering, the statutes and cases impacting sports wagering, as well as impact on society of increased access to sports wagering.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 55050 SOCIAL PSYCHOLOGY OF SPORT 3 Credit Hours

(Slashed with SPAD 45050 and SPAD 75050) Psychological, social and developmental factors of participation and behavior in sport exercise and recreational activities. Theoretical and applied perspectives addressed.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 56028 SPORT IN FILM 3 Credit Hours

(Slashed with SPAD 46028) Critically evaluates the role of sport in film as it relates to a variety of issues in society.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 56080 LEGAL ISSUES IN SPORT AND RECREATION 3 Credit Hours

(Slashed with SPAD 46080) A discussion of legal issues as they apply to the sport and recreation industries.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 60020 HIGH PERFORMANCE ATHLETES IN SPORT 3 Credit Hours

This course provides an understanding of various aspects of training, coaching, and best practices in working with athletes in a high-performance environment along with an emphasis on the social-psychological factors related to the successful performance of elite level athletes and teams.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 60221 EXERCISE PSYCHOLOGY 3 Credit Hours

This course is designed to examine the science and practice of exercise psychology from both a theoretical and applied perspective. Students are engaged in a comprehensive inquiry into behaviors and lifestyles that influence physical and mental health from physical activity, exercise and psychological lenses. Students explore topics such as stress, anxiety, cognitive functioning, mood, body image, personality, emotion and childhood inactivity/obesity as they relate to exercise behaviors and contexts. Students gain a general understanding of issues in exercise psychology related to theory, practice and research. In addition, students develop practical skills to promote exercise adherence and create an exercise intervention program.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 63091 RESEARCH SEMINAR 1 Credit Hour

(Slashed with SPAD 73091) Presentation and discussion of research by faculty and students.

Prerequisite: Graduate standing.

Schedule Type: Seminar

Contact Hours: 1 other

Grade Mode: Satisfactory/Unsatisfactory

SPAD 63093 VARIABLE TITLE WORKSHOP IN SPORT ADMINISTRATION 1-3 Credit Hours

(Repeatable for credit) Topics vary in sport administration.

Prerequisite: Graduate standing.

Schedule Type: Workshop

Contact Hours: 1-3 other

Grade Mode: Satisfactory/Unsatisfactory

SPAD 63096 INDIVIDUAL INVESTIGATION IN SPORT ADMINISTRATION 1-3 Credit Hours

(Repeatable for credit) Independent study completed under the supervision of a faculty member. Written approval of supervising faculty member and school director required prior to registration.

Prerequisite: Graduate standing; and special approval.

Schedule Type: Individual Investigation

Contact Hours: 3.6-10.8 other

Grade Mode: Standard Letter-IP

SPAD 63098 RESEARCH 1-6 Credit Hours

(Repeatable for credit) Research carried out by the student under the supervision of a faculty member.

Prerequisite: Graduate standing.

Schedule Type: Research

Contact Hours: 3.6-21.6 other

Grade Mode: Standard Letter-IP

SPAD 63195 SPECIAL TOPICS IN SPORT ADMINISTRATION 1-3 Credit Hours

(Repeatable for credit) Selected and varied topics of relevance in sport administration.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 1-3 lecture

Grade Mode: Standard Letter

SPAD 63199 THESIS I 2-6 Credit Hours

(Repeatable for credit) Highly-individualized investigative study resulting in developing and writing a scholarly, comprehensive paper. Thesis students must register for a total of 6 credit hours, 2 to 6 credit hours in a semester distributed over several semesters if desired.

Prerequisite: Graduate standing.

Schedule Type: Masters Thesis

Contact Hours: 7.2-21.6 other

Grade Mode: Satisfactory/Unsatisfactory-IP

SPAD 63299 THESIS II 2 Credit Hours

(Repeatable for credit) Highly-individualized investigative study resulting in developing and writing a scholarly, comprehensive paper. Thesis students must continue registration each semester until all degree requirements are met.

Prerequisite: SPAD 63199; and graduate standing.

Schedule Type: Masters Thesis

Contact Hours: 7.2 other

Grade Mode: Satisfactory/Unsatisfactory-IP

SPAD 65006 CONTEMPORARY ISSUES IN SPORT MANAGEMENT 3 Credit Hours

(Slashed with SPAD 75006) A comprehensive examination of current topics impacting administrations of professional and amateur sport programs from the local to international level.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 65007 PRINCIPLES AND APPLICATION OF SPORT PSYCHOLOGY 3 Credit Hours

This course encompasses the most current developments in the field of psychology with a strong foundation of the principles of human behavior in the sport and movement sciences. It incorporates sound practical theory with a focus on the application of that knowledge to be readily used by students in a range of sport and movement science careers; such as athletic training, coaching, sport management, consulting, physical education teachers and related areas with the goal to improve the sport performance and experience for all.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 65008 SOCIOLOGY OF SPORT AND PHYSICAL ACTIVITY 3 Credit Hours

(Slashed with SPAD 75008) Sociological analysis of sport from a theoretical and empirical perspective.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 65021 ORGANIZATION AND MANAGEMENT OF SPORTS PROGRAMS 3 Credit Hours

A study of the pragmatic understanding necessary in the organization and management of a sports program at the high school, college or professional level.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 65033 SPORT LAW 3 Credit Hours

Course provides students with a basic understanding of tort, contract and constitutional law in relation to sport.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 65034 CONTEMPORARY SPORT LAW 3 Credit Hours

(Slashed with SPAD 75034) Legal principles of antitrust law, injunctions, labor law and agency in sport, with a focus on professional sports.

Prerequisite: SPAD 65033; and graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 65036 SPORT IN HIGHER EDUCATION 3 Credit Hours

Identification of contemporary problems and issues in collegiate sport, their history and the role of sport in colleges and universities now and in the future.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 65037 NATIONAL COLLEGIATE ATHLETIC ASSOCIATION COMPLIANCE AND ADMINISTRATION 3 Credit Hours

Course introduces students to basic NCAA compliance principles and the NCAA rules that affect the administration of a college athletic department. This course offers an understanding of the structure and function of a Division I compliance operation and explores compliance at the Divisions II and III levels. The governing principles of institutional control and ethical conduct are explored from a compliance perspective.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 65038 SPORT PROMOTION AND FUNDRAISING 3 Credit Hours

(Slashed with SPAD 75038) Analysis of contemporary sports promotions strategies, as well as promotion of fundraising tactics.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 65039 FINANCIAL ASPECTS OF SPORT 3 Credit Hours

Review of basic accounting, sources and uses of funds, capital budgeting, leasing and investments as they apply in a sports context. Students are introduced to financial software used in the sport industry.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 65040 SPORT ECONOMICS 3 Credit Hours

Course provides students with key economic theories and principles as applied to the sport industry.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 65042 LEADERSHIP OF SPORT 3 Credit Hours

Study of theoretical and applied constructs foundational to the leadership behavior applied to sport.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 65045 SPORT MARKETING 3 Credit Hours

Students develops an understanding of strategic marketing concepts and principles as they apply to the context of sport and entertainment. Students examine a variety of topics related to the marketing mix, consumer/fan behavior and research methodology. They also explore sport, entertainment and business organization relationships.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 65046 FACILITY MANAGEMENT AND OPERATIONS 3 Credit Hours

Analysis of management competencies necessary to operate sport facilities. Conceptual and technical aspects of planning and design are introduced.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 65048 INTRAMURAL AND CLUB SPORT ADMINISTRATION 3 Credit Hours

Students focus on developing an understanding of how these programs work and what role they play in various recreational environments. Course emphasizes decision-making techniques and communication skills leading to effective planning, organizing and managing a recreational sports-related service or product.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 65092 INTERNSHIP IN SPORT ADMINISTRATION 2-4 Credit Hours

(Repeatable for credit) Field experience involving supervised contact with sport administrators. Students work as an understudy with these administrators in all phases of their positions. 100 contact hours per credit hour with seminar interactive requirements

Prerequisite: Graduate standing and special approval.

Schedule Type: Practical Experience

Contact Hours: 13-27 other

Grade Mode: Standard Letter-IP

SPAD 65300 MOTIVATION IN SPORT, PERFORMANCE AND MOVEMENT SETTINGS 3 Credit Hours

This course provides an in-depth and wide-ranging look at motivational theories and its application to sport, performance and physical activity. It combines the many theoretical concepts of the diverse frameworks and principles with a survey of motivational interventions performed in the sport domain. Students leave the class with a rigorous and comprehensive knowledge of constructs, cutting-edge research, effective interventions and future outlook of motivation in sport.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 68225 SPORT PERFORMANCE PSYCHOLOGICAL INTERVENTIONS 3 Credit Hours

This course combines the theoretical concepts of sport and performance psychology with applied skill development to enhance performance. Students will gain knowledge of psychological skills training, learn techniques and develop confidence in their skills to work with athletes and performers. The focus of this course is on both, educational psychological interventions for personal development as well as teaching athletes strategies to enhance mental skill. Learning will be done hands-on, via case studies or scenario-based activities. Through the course of this class this course, students will create and present their individual program for an athlete or performer. This course will include learning and understanding the APA/AASP ethics' code to develop awareness of the boundaries of ethical conduct of the profession.

Prerequisite: Graduate standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 73018 ETHICS IN SPORT 3 Credit Hours

(Slashed with SPAD 43018 and SPAD 53018) Examination of selected situations in sport from an ethical reasoning perspective. Students undertake a problem-oriented case study approach that is based upon contemporary moral issues and moral theory.

Prerequisite: Doctoral standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 73091 RESEARCH SEMINAR 1 Credit Hour

(Slashed with SPAD 63091) Presentation and discussion of research by faculty and students.

Prerequisite: Doctoral standing.

Schedule Type: Seminar

Contact Hours: 1 other

Grade Mode: Satisfactory/Unsatisfactory

SPAD 75006 CONTEMPORARY ISSUES IN SPORT MANAGEMENT 3 Credit Hours

(Slashed with SPAD 65006) A comprehensive examination of current topics impacting administrations of professional and amateur sport programs from the local to international level.

Prerequisite: Doctoral standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 75008 SOCIOLOGY OF SPORT AND PHYSICAL ACTIVITY 3 Credit Hours

(Slashed with SPAD 65008) Sociological analysis of sport from a theoretical and empirical perspective.

Prerequisite: SPAD 75006; and doctoral standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 75034 CONTEMPORARY SPORT LAW 3 Credit Hours

(Slashed with SPAD 65034) Legal principles of antitrust law, injunctions, labor law and agency in sport, with a focus on professional sports.

Prerequisite: Doctoral standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 75038 SPORT PROMOTION AND FUNDRAISING 3 Credit Hours
(Slashed with SPAD 65038) Analysis of contemporary sports promotions strategies, as well as promotion of fundraising tactics.

Prerequisite: Doctoral standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter

SPAD 75050 SOCIAL PSYCHOLOGY OF SPORT 3 Credit Hours

(Slashed with SPAD 45050 and SPAD 55050) Psychological, social and developmental factors of participation and behavior in sport exercise and recreational activities. Theoretical and applied perspectives addressed.

Prerequisite: Doctoral standing.

Schedule Type: Lecture

Contact Hours: 3 lecture

Grade Mode: Standard Letter