Sport Management (SPM)*
The University of Pikeville Sport Management program is designed specifically for working professionals and their organizations. Professionals increase their sport business knowledge and maximize analytical and decision-making skills through participation in the program, which emphasizes application of sport business principles and demonstration of management competencies. The program’s practitioner-based management approach provides cross-functional, cross-industry, and boundary-spanning perspectives on sport management.

The use of service learning requires students to assume the roles and responsibilities of organization leaders and managers. Students work in teams as they encounter organizational issues, problems, and assignments in a simulated sport business environment. The challenges and tasks confronting students are modeled on those faced by managers on a daily basis as they meet organizational responsibilities.

Sport Management (M.S.) Admission Requirements
To be admitted to the program, applicants must have:

1. Complete the Sport Management Program application and submit the application fee.
2. An undergraduate degree from a regionally accredited institution. Degrees earned from non-accredited institutions will be reviewed on an individual basis by the Graduate Admissions Committee.
3. A recommended 3.00 GPA in their undergraduate work;
4. Have taken, within the past five years the Graduate Record Examination (GRE). Other graduate school admissions tests such as the GMAT may be considered on a case by case basis.
5. A minimum of two professional recommendations addressing career potential and ability to complete graduate level work;
6. Applicants whose native language is not English are required to present a minimum score of 500 on the Test of English as a Foreign Language (TOEFL). Exceptions may be made for transfer students from other U.S. colleges who have completed at least one semester of coursework with a grade point average of “C” or better.

All admission materials will be reviewed by the Graduate Admission Committee and must be submitted 30 days prior to the beginning of the semester for which the student intends to enroll. Acceptance to the program is based on availability. A personal interview may be required prior to enrollment.

All application materials will be reviewed by the Graduate Admission Committee. The Committee may admit or reject any or all applicants to the Sport Management Program. Students who are admitted to the program may be admitted as regular admission students, conditional admission students, or as special admission students.

Regular Admission: Applicants may be admitted on a regular basis if they are degree-seeking candidates, meet all admission criteria, and are approved by the Graduate Admission Committee.

Conditional Admission: Applicants may be admitted on a conditional basis if they are degree-seeking candidates who do not meet all program admission requirements but have been identified viable candidates for the program by the Graduate Admissions Committee. Students admitted on a conditional basis will be limited to six credit hours per semester and must earn at least a grade of “B” in program coursework. After completion of six credit hours the students’ status will be reviewed by the Graduate Admissions Committee.

Special Admission: Applicants who are not degree-seeking candidates may be considered for special admission status. Students admitted on a special basis will be limited to a maximum of six credit hours of graduate coursework.
Students who wish to continue with the program beyond the six credit hours of graduate coursework. Students who wish to continue with the program beyond the six credit hours must apply for regular admission to the program.

**Competencies for Sport Management (M.S.)**

The student will demonstrate:

1. An understanding of the methodology and significance of research techniques as they relate to the sport management discipline (SPM 510 and SPM 512).
2. An ability to utilize various research methods and apply the findings (SPM 510, SPM 512 or SPM 597).
3. The ability to analyze both quantitative and qualitative data (SPM 510 and SPM 512).
4. An ability to design and conduct research in the discipline of Sport Management (SPM 504, SPM 506, SPM 510, SPM 570).
5. An understanding of the structure of a sport management job hierarchy.
6. The ability to implement a marketing plan in a practical sport management situation.
7. An ability to set corporate objectives in a practical sport situation.
8. An ability to reach corporate objectives through implementation of managerial models in an actual sport education corporate project.
9. Knowledge of basic marketing principles.
11. Knowledge of international sport management opportunities.
12. The ability to interact with sport professionals.
13. The ability to complete a corporate proceedings manual.
14. The ability to develop a personal web page.
15. The ability to effectively use technology in completing practical applications in the field of sport management.

**Grade Point Average Requirement**

A student must have a 3.0 overall GPA in all program coursework, with no more than two C’s in the program. In addition the student must maintain a 3.0 GPA in the program. This standard must be met for the student to graduate. If the student falls below these standards, then that student shall be placed on academic probation or will be subject to dismissal from the program.

**Transfer Credit**

A student may not transfer more than six credit hours of graduate level work from a regionally accredited institution to the University of Pikeville.

**Sport Management (MS) Comprehensive Examinations and Assessments**

Assessments include the successful completion of a research project, oral presentations, corporate proceedings manual, corporate objectives, internship evaluation, written comprehensive exam, and an oral comprehensive exam. The written comprehensive examination will be completed before the oral examination is taken. The student must pass the written examination before the oral examination can be taken. The examination will be developed by a faculty committee and coordinated by the program director.

**Requirements regarding completion of the Written Comprehensive Examination:**

1. All candidates must successfully complete two of the three sections (sport research, statistical procedures, and sport management) of the written comprehensive examination. The first two (sport research, statistical procedures) are in the core curriculum and the last area is specific to sport management or physical education.
2. A candidate who fails to successfully complete one section of the written examination will be required to pass a written re-examination over the section failed.
3. The written re-examination may be scheduled no earlier than fifteen days following notification.
4. The written re-examination will be evaluated by a committee of graduate faculty appointed by the program director.
5. A candidate who fails to successfully complete the written re-examination will be required to pass a second written re-examination. The second written re-examination may not be taken until the candidate has passed the course(s) specific to the deficiencies.
6. The second written re-examination will be evaluated following the same procedure as was utilized for the first written re-examination.
7. The candidate who fails to successfully complete the second written re-examination will be removed from the program.

Requirements for the Oral Examination include:
1. A graduate faculty committee will be established and will include two sport management graduate faculty members and one other graduate faculty member from the Division of Business and Economics. One of the faculty members must be the student’s advisor.
2. A committee will be appointed by the program director to hear the oral examination.
3. The examination consists of questions that will be administered in a one-hour time period.
4. Questions will be asked of the student by committee members, covering material from the student’s academic course work, research project, internship and/or hypothetical situations.
5. If the student’s performance is unsatisfactory, as indicated by the committee members, the oral examination may be repeated one semester following the original examination date. Re-examination may occur only once.
6. This oral exam is typically scheduled at the end of the student’s last semester and after the successful completion of the written comprehensive exam.

Sport Management (M.S.) Curricular Requirements
The University of Pikeville reserves the right, even after the enrollment of students, to make individual curricular adjustments whenever serious deficiencies or needs are found. This may involve additional undergraduate coursework whenever necessary. Deficiencies will be determined by the program director. Students may be required to take such courses without credit toward the master’s degree and at their own expense.

Masters of Science Requirements .......................................................................................................................................................................................... 33 hours

SPM 510  Educational Sport Research ................................................................................................................................................................. 3
SPM 511  Planning, Program Development, and Evaluation .............................................................................................................................. 3
SPM 512  Statistical Procedures Sport Management .................................................................................................................................................. 3
SPM 520  Facility and Event Management ............................................................................................................................................................ 3
SPM 521  Sport and Marketing ...................................................................................................................................................................................... 3
SPM 523  Sport Seminar ........................................................................................................................................................................................... 3
SPM 524  Legal Issues in Sport .................................................................................................................................................................................... 3
SPM 525  Organization and Management of Athletics .................................................................................................................................................. 3
SPM 598  Sport Management Internship ............................................................................................................................................................. 6
SPM 599  Oral/Written Comprehensive Examination ............................................................................................................................................... 0

Choose one of the following in consultation with the program director:
SPM 530  Sport Nutrition ......................................................................................................................................................................................... 3
SPM 531  Sport Psychology ..................................................................................................................................................................................... 3
SPM 590  Special Topics in Sport Management ...................................................................................................................................................... 3
SPM 597  Directed Research in Sport ................................................................................................................................................................. 3
Course Descriptions

SPM 510  Educational Research .................................................................(3)
Seeks to provide students with a basic knowledge of the field of educational research through study and practical exploration of the techniques of research. A critical analysis of the different types of research and the various methods of acceptable styles for reporting data.

SPM 511  Planning, Program Development, and Evaluation..........................................................(3)
Students will be required to conduct effective needs assessment and apply the data to develop and implement appropriate programs to meet the needs of the public. Students should also be capable of conducting effective evaluation using statistical applications.

SPM 512  Statistical Procedures in Education and Psychology .........................................................(3)
General terminal course for graduate students enrolled in professional educational research, psychology, and guidance covering elementary and advanced statistical methods.

SPM 520  Facility and Event Management .......................................................................................(3)
Evaluation of problems relating to programming of equipment and facilities; visits to and evaluation of surrounding facilities.

SPM 521  Sport and Marketing ...........................................................................................................(3)
Evaluation of sport and marketing, including applications of mainstream marketing which include a historical overview of sport marketing, collegiate and professional sporting events, commercial and public organizations, sporting goods, and the sport enterprise.

SPM 523  Sport Seminar ...................................................................................................................(3)
Research and discussion of critical questions in physical education and sport management; topics to be studied will vary according to the concern of seminar students.

SPM 524  Legal Issues in Sport ..........................................................................................................(3)
The course is designed to assist students in understanding the aims, objectives, principles, policies, procedures and requirements in regard to legal issues for a successful career as a Sport Administrator. Ethics from a legal standpoint will be extensively researched and discuss. Graduate students will be required to research specific legal issue cases and apply them to practical situations.

SPM 525  Organization and Management of Athletics .................................................................(3)
The course is designed to assist students in understanding the aims, objectives, principles, policies, procedures and requirements for a successful career as a sport administrator. Ethical issues as they pertain to the management and organization of athletics will be discussed extensively. Graduate students will be required to research specific athletic management objectives and apply them to practical situations.

SPM 530  Sport Nutrition ...................................................................................................................(3)
Topics include current nutrition issues in Physical Education and Sport Management. Special emphasis will be placed on nutrient needs of athletes.

SPM 531  Sport Psychology ..............................................................................................................(3)
Topics include personality, aggression, attitudes, competition stress, social facilitation, and small group research as related to athletes and individuals involved in sport. Graduate students will be required to research specific sport psychology objectives and apply them to practical situations.

SPM 590  Special Topics ....................................................................................................................(3)
This course is an intensive exploration of selected topics in Physical Education. Consideration of the sources, characteristics, and significance of the subject treated. May be repeated for credit more than once with a different topic. Prerequisites: SPM 510, SPM 511, and SPM 512.
SPM 597 Directed Research in Sport

This course is a supervised research project in an area applicable to the field of study and agreed upon by the student and major advisor. Prerequisites: SPM 510, SPM 511, SPM 512.

SPM 598 Sport Management Internship

This course includes on-the-job learning in a sport management setting. Field experience involving supervised contact with sport administrators. Fifteen contact hours per semester hour credit is required (270 total contact hours). Prerequisite: completion of all requirements of the program; G.P.A. of 3.0, and consent of instructor. (Repeatable)

SPM 599 Oral and Written Comprehensive Examination

An oral and written examination to assess the candidate’s overall knowledge of course work pursued in the graduate program, and his/her ability to apply this knowledge to designated sets of circumstances. Prerequisite: Satisfactory completion of all other requirements for degree completion, and the permission of the program director. This must be taken in the last semester in the Graduate Sport Management Program. A grade of P (pass) or F (fail) will be issued for this course.

* The Master of Science in Sport Management is accredited by the Southern Association of Colleges and Schools (SACS) and the Council on Post-Secondary Education (CPE).