

## **Graduate SPM Program Curriculum Map**

Courses and Activities Mapped to MA/MS in Recreation & Sport Management Outcome Set

<b>Assessment</b> Demonstrate understanding and ability to use field data collection and statistical analysis techniques in sport settings.	<b>Facility Planning &amp; Design</b> Demonstrate understanding of definitions, concepts, theories, and application of facility planning, design, and maintenance.	<b>Administrative Theory &amp; Management Practice</b> Demonstrate understanding of definitions, concepts, theories, and application of management principles in public and nonprofit sport settings.	<b>Finance</b> Demonstrate understanding of the principles, practices, and application of fiscal operations in the sport setting.	<b>Legal Aspects &amp; Risk Management</b> Demonstrate understanding of definitions, concepts, theories, and application of legal concepts including risk management in the sport setting.	<b>Marketing</b> Demonstrate understanding of theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application in the sport setting.	<b>Communications &amp; Media Relations</b> Demonstrate understanding and ability to use community relations and media communication plans in the sport setting.	<b>Leadership</b> Demonstrate understanding of definitions, concepts, theories, application, and assessment of leadership in the sport setting.	<b>Ethics</b> Demonstrate understanding and ability to use personal and professional values and ethical principles in the sport setting.	<b>Governance</b> Demonstrate understanding of policy analysis and the implications for sport governance.	<b>Professional Communication (GRADUATE SCHOOL)</b> Students demonstrate professional communication proficiencies.	<b>Engagement (GRADUATE SCHOOL)</b> Students engage in and meaningfully contribute to diverse and complex communities and professional environments.
<b>Knowledge Test</b> Students complete a series of items to demonstrate knowledge and application of assessment concepts.	<b>Facility Design Project</b> Student complete a needs analysis for a sport facility.	<b>Sport Development Plan</b> Student will complete a sport development plan for a fictional small women's college.	<b>Business Plan</b> Student complete a business plan for fictional sport organization.	<b>Risk Management Plan</b> Working in committee, students complete a risk analysis of high school athletic facilities.	<b>Marketing Plan</b> Students in groups develop a detailed marketing plan for an innovative sport-related product/service of their choice	<b>Media Guide</b> Students prepare a 20 page media guide for a preparatory or intercollegiate sport team.	<b>Philosophy Statement</b> Students articulate a statement of leadership philosophy in the sport setting.	<b>Philosophy Statement</b> Students articulate a statement of personal and professional responsibility in the sport setting.	<b>Analysis Paper</b> Students complete a series of items to demonstrate knowledge and application of governance concepts.	<b>Presentation</b> Students deliver a professional level presentation on a topic related to the discipline.	<b>Internship</b> Students apply knowledge, skills, and dispositions gained through program of study in sport management setting.

**Courses and Learning Activities**

SPM 604 Assessment in Sport Management	R		P	P								
SPM 620 Sport Facility Planning and Design		R	P					P				
SPM 621 Administrative Theory and Management Practices in	P		R					P	P			
SPM 622 Sport Finance	P		P	R								
SPM 623 Sport Law and Risk Management					R			P	P			
SPM 624 Sport Marketing	P					R		P	P			
SPM 631 Organizational Leadership and Ethics in Sport								R	R			
SPM 635 Governance and Compliance in Sport			P							R		
SPM 637 Sport Communication and Media Relations							R	P	P		R	
SPM 629 Internship	R	R	R	R	R	R	R	R	R	R		R

**Legend:** I Introduced P Practiced R Reinforced

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