

Exercise Science and Sport Studies

M.S. in Sport Management Studies: Intercollegiate Athletic Administration

Program Description

The Intercollegiate Athletic Administration concentration of the Master of Science in Sport Management Studies was developed in consultation with the NCAA. The program explores important concepts related to administration of intercollegiate athletic departments.

Program Coordinator

Dr. Robert G. Taylor

Delivery Mode

Global Online (100% online delivery)

Curriculum

Course	Credits
SPT 700 Research Methods in Sport	3
SPT 710 Socio-cultural Aspects of Sport	3
SPT 720 Sport Marketing	3
SPT 730 Public Relations in Sport	3
SPT 740 Legal Aspects in Sport	3
SPT 750 Sport Finance	3
SPT 760 Sport Ethics	3
SPT 770 Leadership and Management in Sport	3
SPT 790 Sport Governance	3
SPT 791 Sport Compliance	3
SPT 792 Legal Aspects of Equity in Intercollegiate Athletics	3
SPT 793 Development of Human Resource Strategies in Intercollegiate Athletics	3
Total	36

Program Webpage

<https://www.calu.edu/academics/graduate/masters/intercollegiate-athletic-administration/index.aspx>