

# SPORTS ADMINISTRATION (SPAD)

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## **SPAD 508 Management and Supervision in Sport (3 credits)**

In this course, students engage in an in-depth analysis of a variety of approaches used in the management and supervision of athletic programs in both public and private sectors. They examine administrative/manager functions for facility management, budgeting, personnel evaluation, public relations, technology-based scheduling, and fundraising. Equivalent course PEMJ 508 effective through Spring 2020.

## **SPAD 510 Legal Aspects of Sport (3 credits)**

In this course students examine current legal aspects impacting sport and athletic administration. Students study and apply concepts related to liability, risk management, equity, supervision, performance enhancing drugs, compliance to governing organizations, and code of conduct in a sport or physical activity setting. Equivalent course PEMJ 510 effective through Spring 2020.

## **SPAD 512 Facility Management in Sport (1.5 credit)**

In this course students examine management functions in the operation of athletic facilities across a variety of sport levels. They demonstrate the ability to apply appropriate methods for planning, designing, managing, and financing at private and public sport organizations. Furthermore, students explore concepts related to human resources and event management. Equivalent course PEMJ 512 effective through Spring 2020.

## **SPAD 514 Sport Marketing and Public Relations (3 credits)**

In this course students apply marketing principles and public relations strategies within the context of a sport setting. They learn to analyze consumer trends to enhance development, sales and promotion of sport products. In addition, students examine approaches to establishing and maintaining a positive public image including communication through the media, partnerships with local community and website construction. Equivalent course PEMJ 514 effective through Spring 2020.

## **SPAD 515 Sport Finance (1.5 credit)**

In this course students will become well versed in financial aspects of running a sport-related enterprise. They will develop skills in applying a variety of financial tools to optimize the solvency of their sport organization including financial planning, budgeting, and revenue acquisition. Furthermore, students will consider sport finance trends and research-related literature when conducting financial analyses and engaging in problem solving to promote organizational success.

## **SPAD 525 Sport Media and Technology (3 credits)**

In this course students will examine the fundamentals of current technologies and uses in the sports industry. They will develop an understanding of how technology fits into the practice of sound management techniques and the role of technology in sport performance. Furthermore, students will explore the effects of evolving technology and social media on sports communication in traditional and digital formats.

## **SPAD 547 Advanced Coaching Techniques (3 credits)**

In this course students investigate advanced methods for analyzing and improving sport performance. Students learn about key principles of coaching, effective practice design, and use of instruction methods for skill acquisition. Students also learn key biomechanical and psychological elements of performance and gain experience in use of technical analysis and notational match analysis to optimize sport performance. Equivalent course PEMJ 547 effective through Spring 2020.

## **SPAD 552 Seminar in Current Challenges in Sport (3 credits)**

In this course students learn and apply knowledge and skills to successfully navigate current challenges in athletics as a coach or athletic administrator. Students explore a variety of topics including, but not limited to, the role of athletics in education and the larger community, administration of facility scheduling and personnel matters, effective management of issues concerning diversity, student athlete behavior, performance enhancing drugs, and sports medicine. Equivalent course PEMJ 552 effective through Spring 2020.

## **SPAD 557 Motor Behavior in Youth (3 credits)**

In this course, students learn about the developmental changes in human motor skill that occur from early childhood to adulthood. Students focus attention on the motor development of school-aged children, and the way in which teaching and coaching methods must be tailored to each developmental period. Equivalent course PEMJ 557 effective through Spring 2020.

## **SPAD 559 Applied Sport and Exercise Psychology (3 credits)**

In this course students critically examine different theoretical models believed to influence physical activity, sport, and exercise performance. Students apply psychological principles such as individual differences, self-efficacy, goal mapping, motivation, imagery, and attentional focus to augment skilled motor performances. Additionally students evaluate unhealthy behaviors associated with sport and fitness. Equivalent course PEMJ 559 effective through Spring 2020.

## **SPAD 575 Sport and Society (3 credits)**

In this course students conduct an in-depth analysis of the different societal constructs that play a role in sport. Students examine how factors such as gender, race, social class, economics, religion and politics affect participation in sport. In addition, students discuss implications of societal and technological trends for the future of sport. Equivalent course PEMJ 575 effective through Spring 2020.

## **SPAD 580 Independent Study in Sport Administration (1-3 credits)**

Prerequisite(s): Departmental approval. Students pursue a study of a topic related to sport administration, which may be outside the scope of regular curricular offerings or may be an extension of an existing course. May be repeated for a maximum of 3 credits.