



UNIVERSITY of DUBUQUE

Master in Management – Sport Management

Master in Management – Sport Management (MMSM)

The master in management – sport management (MMSM) program presents an applied and practical approach to skills and knowledge critical to the success in the business of sport. Through its broad but rigorous curriculum, the MMSM develops leadership abilities and administrative proficiencies with an eye towards sport management, aiding the development of a specialized and comprehensive skill-set.

As an applied program, students will complete the MMSM with a comprehensive capstone seminar that ties work experience to classroom theory and meets the Council for the Advancement Standards in Higher Education (CAS) internship standards and guidelines. For students with the desire to pursue a terminal degree upon completion of the MMSM program, thesis projects will also be considered in place of the capstone experience.

Program Details

- Based on intensive industry research and the most recent theories in the business sport field.
- Focused on in-depth day-to-day managerial operation within a sport management context.
- Enriched by hands-on experience.
- Applied internship or similar experience required.
- Students have the potential to complete their degree within one year.
- Allows credit for life experience (subject to approval).

MMSM - Career Opportunities

The MMSM program prepares students for careers across the sport landscape. This degree focuses heavily on leadership and management principles and strategies. Students will actively train for management positions in sport and entertainment management. While not exhaustive, the following industry areas offer employment opportunities to MMSM graduates:

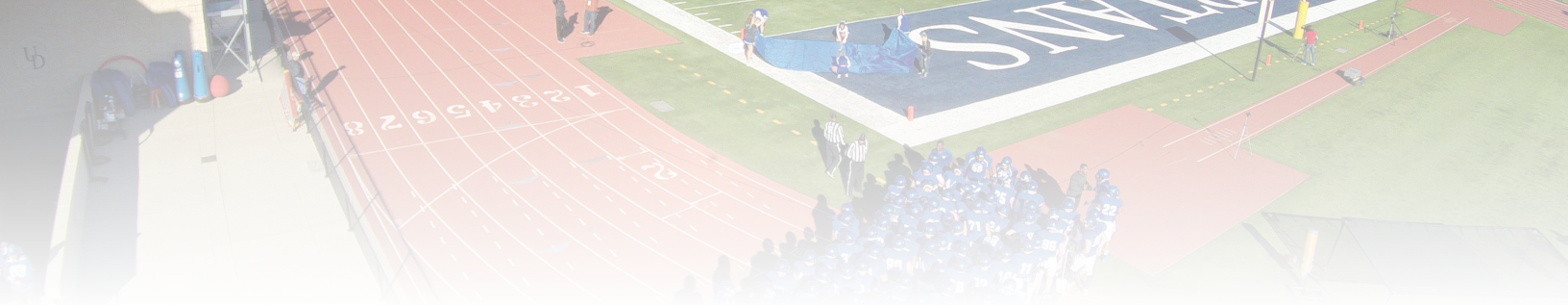
- Event management firms (SMG, Feld Ent., IMG, etc.)
- Game day and facility/stadium operations
- Tourism and hospitality (resorts, visitor's bureaus, leisure services, amusement parks, etc.)
- Community relations (organizational outreach, charities, etc.)
- Law (contract negotiations, facility leasing, etc.)
- Sales and ticketing (group sales, luxury sales, season ticket sales, etc.)
- Marketing and promotion

Graduate Admission Information

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Program Information

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MMSM - Program Learning Outcomes

- Lead and manage with in-depth knowledge in key areas of finance, human resources, operations, and strategy.
- Apply excellent moral character and professional ethics to the practices and decision making of an organization.
- Communicate effectively through writing, speaking, listening, and electronic media in a global business landscape.
- Use the language of business coupled with interpersonal and communication skills to lead organizational groups in a physical or virtual presence.
- Think and act both tactically and strategically in complex business situations.
- Critically evaluate, analyze, and interpret information concerning human, intellectual, technological, and material resources to solve problems and make business decisions in structured and non-structured environments.
- Exhibit a rigorous understanding of core business operations reflecting an integration of functional perspectives.
- Utilize methods that foster innovation in organizations and respond effectively to new circumstances, enabling organizations to realize the impact on products and processes.
- Acquire and utilize knowledge of behavioral, policy, and strategic issues to improve the effectiveness of the organization.
- Evaluate and manage the interdisciplinary role that sport plays in society, work with non-sport constituents to achieve larger goals, and study the impacts that sport events can leave on communities across the world.
- Analyze the internal and external factors that influence and shape the discipline of sport management including advances in new media, changes in the political landscape, policy issues, and current best practices across the field.

MMSM - Curriculum

Master in Management - Sport Management - (30 credits)

Each of the following courses are three credits.

- BUS/COM 602: Financial Decision Making
- BUS 620: Managing the Business Culture **OR** BUS 647: Stakeholder Engagement
- BUS 665: Analytics for the Business Environment
- BUS/COM 668: Innovation and Change Management
- COM 640: Public Relations
- HWS 610: Contemporary Issues in Sport Marketing
- HWS 615: Contemporary Issues in Sport Law and Risk Management
- HWS 620: Contemporary Issues in Sport Sociology and Ethics
- HWS 625: Contemporary Issues in Sport Administration
- GRAD 686: FE Capstone Seminar **OR** HWS 689: Thesis Research Paper

MMSM - Admission Requirements

- Bachelor's degree from a regionally accredited or domestically recognized international institution of higher education – official transcript required.
- Minimum undergraduate cumulative grade point average of 2.75 on a 4.0 scale.
- Formal application and three letters of recommendation attesting to the applicant's ability to successfully complete a graduate degree.
- Personal statement of objectives for pursuit of this degree.
- Demonstrate writing competency through the application process.
- Program application fee.
- Approval by Graduate Admission Committee.