

SPORT MANAGEMENT (SPM), M.S.ED.

This graduate program trains professionals for service in all sectors of the sports enterprise by teaching specific management skills with unique sport applications in the areas of finance, personnel management, legal issues, marketing, public relations and facility or event management. The program curriculum and faculty seek to combine current research in this field with practical professional setting applications with an emphasis upon sport in the interscholastic and intercollegiate setting.

Tracing back a strong history and tradition to a founding in 1985, the Baylor Sport Management Graduate Program boasts a strong alumni base and network, and a curriculum that is focused upon ethical decision making. This 36 credit hour, master's degree program provides an on-campus delivery model with small classes taught by leading scholars and professional practitioners. All students are trained to engage in research and creative inquiry within the sport setting, with active participation in national and international level conferences by students highly encouraged. This program culminates with six credit hours of field work through supervised work experience via internships or practica or through supervised research experience via completion of a thesis.

Program Application

Application to the program is made online through the Baylor Graduate School, and includes:

1. completion of the application forms and submission of any required application fees;
2. the submission of official transcripts from all undergraduate institutions with a benchmark GPA of 3.0 or above on a 4 point scale;
3. the submission of official GRE or GMAT results with a benchmark score of the 50th percentile or above on the verbal and quantitative areas;
4. three letters of recommendation from academic or professional sources;
5. a personal written statement indicating the rationale for pursuing the degree; and
6. a resume summarizing educational, professional and service experience.

Admission decisions are made on a rolling basis, with application materials reviewed in a holistic manner by the admissions committee. While the majority of students begin the program in the fall term, admission for the spring or summer terms is possible. Applications for the fall term should be submitted prior to March 1, spring term applications should be made by October 1, and summer applications by January 1.

A limited number of graduate assistantships is available that can provide tuition remission and stipend support within this program. The application for these graduate assistantships within the program and/or partnering agencies can be obtained online from the program website.

Comprehensive Examinations

A written comprehensive examination has been established as an evaluation measure for all degree seeking students in the program for both internal assessment and for reporting to external agencies. This examination is completed typically either during the final semester of

fieldwork after the completion of the non-field work program of study, or during the final semester of academic coursework prior to the completion of field work portion of the curriculum. The examination includes content from the Research and Ethics Core courses and from the general core courses. Students not passing their initial attempt of the comprehensive examination will be eligible to participate a second time in during a subsequent semester, but may not move on to complete (defend) a thesis or culminating field work until after the comprehensive examination is passed. Before retaking the comprehensive examination, students should consult with their program advisor, who may require the completion of additional coursework or other additional study. Students who fail the comprehensive examination the second time will be dropped from candidacy for the degree.

Sport Management

Code	Title	Hours
Required Courses		
<i>Research and Ethics Core</i>		
EDP 5335	Research in Education	3
EDP 5334	Statistical Methods	3
or STA 5300	Statistical Methods	
SPM 5398	Contemporary Ethical Issues in Sport	3
<i>Field Experience Core</i>		
Select 6 semester hours from the following:		6
SPM 5V90	Internship in Sports Mgt.	
SPM 5V94	Practicum in Sports Mgt.	
EDL 5V99	Thesis	
<i>General Core</i>		
Select 21 semester hours from the following:		21
SPM 5327	Financial Management in Sport	
SPM 5328	Athletic Fundraising and Development	
SPM 5336	Sport Marketing	
SPM 5338	Public Relations in Sport	
SPM 5341	NCAA Policies & Procedures	
SPM 5372	Legal Issues in Sport	
SPM 5373	Sport Management	
SPM 5374	Sport in the Social Context	
SPM 5375	Governance in Sport	
SPM 5376	Facility and Event Management	
HP 5370	Sport Psychology	
HP 5377	Issues and Trends in Human Performance and Sport Management	
Total Hours		36