

ACADEMIC LEARNING PLAN

Sport Administration, M.S.A.

Mission Statement

The Sport Administration Specialization is designed to provide students with the knowledge and skills to effectively manage various sport organizations with a focus on analytics and how numbers and technology are changing the face of the sport industry.

Student Learning Outcomes

Content

- Analyze effective leadership and management strategies to run sport organizations.
- Demonstrate how data impacts most sports business decisions.
- Apply theory/skills learned in program to a real life setting.

Critical Thinking

- Analyze how technology is changing the nature of the sport industry.

Communication

- Apply effective communication skills appropriate for sport management practice.

Integrity/Values

- Apply ethical judgment and analysis to managerial decisions made in the sport industry.

Assessment of Student Learning Outcomes

Students demonstrate knowledge, skills, and abilities throughout their academic preparation, culminating in a variety of capstone experiences where they synthesize program learning outcomes to showcase their experiences and knowledge. Students are required to undertake an internship where they will be assessed as to whether they can apply what they learned in class to the real world internship experience.

Job Prospects for Sport Administration Graduates

The sport industry is a diverse industry segment with numerous ancillary segments such as fitness, recreation, high school athletics, college athletics, and professional sports. Numerous jobs, such as in

collegiate athletics focus on having a graduate degree to work in the field. The job growth in the broader sport industry is focused on areas such as sport analytics, esports, sport wagering, sport broadcasting, and technology related segments of the industry. Prospective job areas for graduates include, among others: Athletic director, general manager, marketing, sales, finance, director of fitness, director of parks & recreation, venue manager, and numerous managerial positions.

Find out more about Sport Administration at UWF:

<https://catalog.uwf.edu/graduate/administration/#sportadministrationtext>