

Master of Science in Athletic Development Management

The Master of Science (MS) in Athletic Development Management degree is a combination of the study of sport and exercise science, sports business management, and coaching athletes. This degree program prepares students to train and develop athletes for sport competition and lifetime sport involvement by applying methods of exercise programming, coaching pedagogy, and financial and business principles to sport. Concepts of developing athletes for optimal performance through sport specific training techniques and strategies will be explored. Students will be prepared to train athletes in both small and large group settings and implement business principles for owning and managing sport specific training facilities and businesses.

Degree Program Objectives

In addition to the institutional and degree level learning objectives, graduates of this program are expected to achieve these learning outcomes:

- Analyze sport movements and design movement-oriented exercise prescriptions.
- Illustrate the potential for enhancement of muscle strength, muscular endurance, power, flexibility, and motor performance during anaerobic training.
- Assemble protein, carbohydrate, and fat recommendations for athletes, and discern between dietary recommendations for disease prevention and recommendations for performance.
- Evaluate best practices to measure selected parameters related to athletic performance, and explain how to administer field tests appropriately.
- Apply management theory and managerial leadership concepts to contemporary sports industry practices.
- Integrate economic decision making and advanced finance theory and concepts to sports and sports-related enterprises as it relates to sports in contemporary society.

Degree at a Glance

Code	Title	Semester Hours
	Core Requirements	33
	Final Program Requirements	3
	Total Semester Hours	36

Degree Program Requirements

Core Requirements (33 semester hours)

Code	Title	Semester Hours
SPHS515	Sport History and Culture ¹	3
SPHS501	Advanced Exercise and Sport Physiology	3
SPHS502	Motor Learning	3
SPHS507	Advanced Biomechanics	3
SPHS503	Nutrition for Sports Performance	3
SPHS505	Sport Psychology	3
SPHS509	Optimal Sports Performance	3
SPMT606	Techniques in Coaching Strategy	3
SPMT613	Sports Entrepreneurship	3
SPMT610	Sports Finance	3
SPMT609	Sports Marketing, Promotion, and Public Relations	3
Total Semester Hours		33

¹ Required as the first course in this program.

Final Program Requirements (3 semester hours)

Code	Title	Semester Hours
Select 1 course from the following:		3
SPHS697	Sports and Health Sciences Capstone ¹	
SPMT699	Sports Management Practicum and Integration Project ¹	
Total Semester Hours		3

¹ Taken once all other requirements have been met.