



SPORTS PROGRAM CORE COURSE				
Course Number	Course Name	Description	Instructor(s)	Upcoming Availability
MGT 3153	Organizational Management of Professional Sports	An in-depth look inside the structure and day-to-day operation of a professional sports team. From the parking lot to playing field, this class surveys the organizational chart of the club and responsibilities of each position within it. Students will create and plan their very own franchise in a semester-long project that showcases knowledge of the marketing, sponsorship, customer service and staffing processes, among others. At the completion of the course, a deeper understanding will be gained of what happens behind the scenes, 365 days a year.	Jason Hawkins, General Manager, Oklahoma City Energy FC	Spring 2019, Fall 2018

CURRENT LIST OF APPROVED SPORTS MANAGEMENT TOPIC COURSES				
Course Number	Course Name	Description	Instructor(s)	Upcoming Availability
MGT 3163	Licensing & Intellectual Property Management in Sports	The purpose of this course is to provide students with an introductory view into the world of collegiate licensing. This information will be extremely useful in application for all areas within athletics, where an understanding of the principles of intellectual property—specifically trademark law and licensing—will assist in understanding the happenings within a department or professional organization.	Renata Hays, VP, Licensing, Top of the World Inc.	Spring 2019
MGT 3173	Sports Logistics	The course is designed to teach principles in sports logistics plus leadership in sports administration. Instruction will emphasize intercollegiate athletics but some reference to professional sports will	Greg Tipton, OU Associate Athletic Director for Internal Operations & Brad Camp, OU Director of Athletics Equipment	Spring 2019

		occur. The course will deal with practical applications in areas such as contracting, ticketing, event management, travel and transportation for sports teams.		
MGT 3193	Sports Marketing Management	This is an introduction to Sports Marketing Management designed to expose students to the concepts of collegiate sports marketing while giving a real world, behind the scenes exposure to managing a major college athletics department through the marketing side of the industry. This course will explore the real world issues in sports marketing and give the student the play-by-play with how the Oklahoma Athletics Marketing Department operates to achieve its goals.	Brian Byrnes, Senior Vice President, Sales and Marketing OKC Thunder	Fall 2018
MGT 3203	Pay for Play	This course is designed to understand the history, legal foundations, dynamics, and alternatives for pay for play debate raging in the courts and the media. The contributions and missions of college athletics to higher education will be discussed in depth as well as its value to student-athletes.	Dr. Gerald Gurney, Educational Leadership and Policy Studies Department	Spring 2019
MGT 3213	Sports Sales and Revenue Generation	Through classroom presentations, discussions, and completion of course assignments, the student will be acquainted with a varied number of important concepts in the study of revenue generation as they apply to the sports industry. Special attention is given to professional sports and the different opportunities to generate revenue in an effort to offset the costs of managing a sports franchise.	Scott Loft, Vice President--Ticket Sales, Retention and Database Operations, Oklahoma City Thunder	Fall 2018

MGT 3710.001	Sport Finance	This course presents a discussion and study of methods and techniques for funding professional and amateur sports programs. Topics include financial challenges faced by sport organizations and the garnering of resources from the public sector, external sources, and enterprise activity. Emphasis will be placed on present valuations, financial risk management, the capital budgeting process, and exercising sound financial decision-making.	Dr. Ryan Spalding	Fall 2019
MGT 3710.002	Sports Economics	This course analyzes the unique features of the sport industry relative to the principles of economics. Sport is one of the top twenty industries in the United States, with over four hundred eighty billion consumer dollars being spent on an annual basis. Students will review the basics of economic theory and apply these principles to the management decisions of modern and global sport organizations. Emphasis will also be placed on the economic aspects of public finance for sport facility construction and other forms of subsidization within the sports industry. In addition, important current economic issues will be discussed as they relate to the governance of professional sports leagues and intercollegiate athletics.	Dr. Ryan Spalding	Spring 2019
MGT/BAD 3700	Internship for Credit	This course is designed to allow students to get course credit while participating in an approved internship program. Students are required to submit weekly journals, a final paper and an	Dr. Mark Sharfman, Division of Management & International Business	All semesters

		evaluation of their experience. Employers are also required to submit an evaluation of the student's performance.		
MGT 4173	Sports Management Practicum	The Sports Management Practicum course is designed to give students a hands-on, comprehensive understanding of each area of corporate responsibility. The class will explore various topics in professional sports and how they correlate to the general operation of business. The anchor of the course will be a semester-long project that will focus on an opportunity identified by the group after researching and viewing an Oklahoma City Thunder home game at Chesapeake Energy Arena.	Karlis Kezbers, Director, Business Intelligence & Ticket Strategy at Oklahoma City Thunder	Spring 18

CURRENT LIST OF APPROVED SPORTS MANAGEMENT ANALYTICS TRACK COURSES (1)

Course Number	Course Name	Description	Instructor(s)	Upcoming Availability
MGT 3710.003	Sports Analytics	Students will use analytics to study a wide variety of issues affecting the sport industry. Topics examined include: player performance measurement; in-game decision making; player selection/team building, and; general administration such as marketing, pricing, contracts, stadium management, etc. Students will learn not only how the recent application of analytics has improved each of these areas within the professional and collegiate sport industry, but also how analytics can improve decision making in any other field of business.	Dr. Ryan Spalding	Spring 2019

MIS 3213 (2)	Business Data Analysis	This course will cover the use of end user computing tools such as spreadsheets to analyze various business problems. Examples will come from application areas of business including finance, accounting, marketing and management. The course will introduce fundamental principles of business analysis and computer programming to develop solutions.	Various	Spring 2019
MIS 3223 (2)	Financial Data Modeling	This course will cover the use of MS Excel as an end-user computing tool to analyze financial models. Much of course deals with Visual Basic for applications and Excel macros, so student should expect a heavy dose of computer programming.	Various	Fall 2018
SOC 3123	Social Statistics	This course will cover the basics of descriptive and inferential statistics as they are used in sociology to analyze survey and macro-level data. Problems of research design and interpretation of analysis in sociological theory are major topics.	Various	Fall 2018
ECON 4223	Econometric Analysis	This course will cover the basics of classical statistical inference including; means, proportions, variances, analysis of variance and covariance; regression and correlation analysis; normal, binomial, chi-square, t, F, Poisson and exponential distributions.	Various	Fall 2018, Spring 2019

- (1) A student electing the analytics track must complete the sports analytics plus 2 of the above courses or have other courses approved to total 3 analytics courses.
- (2) Students may not receive credit for both MIS 3213 and MIS 3223.

CURRENT LIST OF APPROVED SPORTS MANAGEMENT ELECTIVE COURSES (3,4)

PSY 4940	Sport & Exercise Psychology	The course provide students with an understanding of sport and exercise psychology, showing how psychological principles supported by current scientific research can be used by physical educators, coaches, and athletes in everyday situations and to cultivate peak performance and personal growth. This course will also address many practical issues highly relevant to student interests, such as dealing with anxiety, arousal, and stress; developing coping, relaxation, and energizing strategies; developing confidence and competence; goal setting and self-regulation; generating intrinsic motivation; building team cohesion; preventing burnout; and preventing and dealing with injuries	Dr. Eric Day, Psychology Department	??
HR 3313	Ethical Issues in Intercollegiate Athletics	This course is designed to survey intercollegiate athletics in America and contemporary ethical issues related to major college sports and its place within higher education. Such topics as character development, criminal activity, gender equity, academic scandal, extra benefits, illegal inducements, and compensation of college athletes, etc., are explored in depth.	Dr. Gerald Gurney, Educational Leadership and Policy Studies Department	Spring 2019
HR 4313	Intercollegiate Athletic Administration	Intercollegiate athletics has many constituencies with differing perceptions about its value to higher education and the community. This course is designed to survey intercollegiate athletics in America and its place within	Dr. Gerald Gurney, Educational Leadership and Policy Studies Department	Fall 2018

		higher education. The contributions of college athletics to higher education will be discussed in depth as well as its values to student-athletes. In addition, the organizational structure and roles of the college athletics department are explored in depth.		
MKT 4123	Negotiation and Selling	Negotiation and Selling is a fundamental part of everyday life. People negotiate every day with their boss, subordinates, friends and even with family. This course is designed to teach you about negotiation and selling and how to accomplish these skills effectively. The focus will be on negotiations and selling in a business environment. As many entry level jobs in sports are sales related this is a particularly useful elective.	Various	All Semesters

- (3) Any course from the Sports Topics list can be used to fulfill the elective requirement.
- (4) Students can petition to have a course not included in this list accepted as an elective.