



SAINT MARY-OF-THE-WOODS COLLEGE

Division of Business and Leadership

Master of Sport Leadership 30 Credit Hours | One-Year, Online Program

The Master of Sport Leadership program prepares graduates to be strategic leaders who can navigate complex challenges and drive success within the sports management landscape. They will be ready to assume positions of leadership in athletic administration, coaching, program management, event management, compliance, and risk management, while contributing positively to the broader sports ecosystem.

Core Courses		
Prefix	Course Title	Credit Hours
MLD 503	Leadership Identity	3
MLD 504	Ethical Decision Making	3
MLD 505	Critical Analysis of Research	3
SL 551	Sports Business Analytics	3
SL 556	Sports Law, Contracts, & Effective Negotiating	3
SL 506	Compliance and Risk Management	3
SL 508	Athletic Program & Personnel Management	3
SL 510	Facility and Event Management	3
	Total Core Hours	24 Hours
Elective Courses (Non-Core Courses)		
MLD 515	Study Abroad	3
SL 598	Sports Leadership Project	3 or 6
SL 595	Internship	3 or 6
	Total Non-Core Hours	6 Hours

Core Courses

MLD 503 Leadership Identity

This course offers students a comprehensive, integrative, and practical focus on leadership by promoting an understanding of the multifaceted nature of leadership. It provides the foundation for understanding the processes in leadership and it presents the recent views. It focuses on the role of leaders in understanding and managing the reciprocal processes of organizational culture and change; it is intended to help students understand how the process of leadership and our images and expectations of effective leaders change with organizational, social, and cultural evolutions. Ultimately, this course focuses on the practical business of leading groups and organizations, by presenting the challenges of leading teams and organizations through change and the approaches, methods, and tools available for developing leaders.

MLD 504 Ethical Decision-Making

Examines the process of ethical decision-making. Through the examination of sources and issues, students develop an awareness of ethical questions, a language with which to frame and confront these questions, and methodologies to examine their import, possibilities, and challenges. Also, addresses differences between legal and ethical issues that affect decision-making.

MLD 505 Critical Analysis of Research

This course equips students to conduct the types of research and information-gathering projects that are a significant part of the organizational life of most managers and leaders. The course provides techniques and skills that students can apply in researching many types of questions and problems. It provides an introduction to the fundamentals of social and behavioral research; this course provides a conceptual framework for the students to understand the conceptual foundations underlying effective research design. Students will begin to understand how research methods are predicated upon the theoretical frameworks and research questions or hypotheses derived from a comprehensive review pertinent literature in relevant disciplines. Students will learn how to evaluate existing research using a variety of theoretical and methodological perspectives. As a result of developing a greater understanding of research methods, students will demonstrate the ability to develop research proposals potentially linked to their master thesis.

SL 551 Sports Business Analytics

This course incorporates principles of budgeting, finance, and data analysis as it applies to the sports industry. It includes techniques for capital budgeting, benchmarking, ways to implement sound "good steward" policies, and ways to communicate both good and bad trends as well as potential solutions. The goal is to provide students with hands-on experience and relevant current research to prepare them for real-time challenges faced by their organization.

SL 556 Sports Law, Contracts, & Effective Negotiating

This course will provide an analysis of legal principles and ethical issues faced in the sports field. Best practices for the following issues will be discussed: insurance, contracts, Title IX, licensing, third-party contracts, copyright and intellectual property, branding, equity, and risk management. It will also include potential ethical models to promote all stakeholders in the decision-making process.

SL 506 Compliance and Risk Management

This course will provide a comprehensive overview of the NCAA governance methodology and structure related to managing a Division I Intercollegiate athletic program. Students will explore the NCAA bylaws, focusing specifically on large public research universities with high-profile teams. Students will also be provided with an overview of the NCAA enforcement process and NCAA rules and regulations throughout Division I athletic programs. Students will be able to identify, assess, and mitigate risks in sports organizations. Students will understand the legal, ethical, and financial implications of non-compliance and will be prepared to implement effective risk management strategies to protect organizations and stakeholders.

SL 508 Athletic Program and Personnel Management

This course is designed to provide coaches and athletic administrators with advanced knowledge and skills in coaching methodologies and program management strategies within the realm of sports coaching. Through a blend of theoretical foundations and practical applications, students will explore effective teaching techniques, practice plan development, and program evaluation tailored specifically to the coaching profession. In addition, students will understand components of strategic planning as well as conducting student-athlete surveys and exit interviews to assess their programs.

SL 510 Facility and Event Management

This course is designed to equip coaches, athletic administrators, and other professionals in the sports industry with the essential skills and knowledge to effectively evaluate sport programs and personnel. The course focuses on components of planning, organizing, and executing sports events, including determining the logistical needs, coordinating stakeholders (e.g., vendors, sponsors, media, and security), and managing time, budget, and human resources. Students will evaluate sustainable practices in sport facility operations, considering energy usage, waste management, and environmental impact, while applying these practices in real-world contexts.

Elective Courses

MLD 515 Study Abroad

This course will provide the master students with the opportunity to culturally immerse themselves and further challenge themselves to grow their global mindset. Students will participate in a study abroad or virtual study abroad that has a global sports leadership component. The course is structured with pre-study abroad lessons and/or planning meetings, study abroad participation, then culminates with an outcome appropriate to meet the master student cultural immersion requirement as determined by the instructor and program director such as a poster, journal, critical essay, and perspective, or alternative option approved by the instructor and director of the program. A course fee will be applied.

SL 598 Sports Leadership Project

The capstone course incorporates various perspectives on the integrative core. This course requires a real-life project that must be approved by the instructor. Example projects for this focus area include a comprehensive athletic handbook, coaching or administrative portfolio, a proposal for a new program, facility, or activity; a strategic plan that includes a marketing and financial plan; or an analytics process that moves the organization forward.

SL 595 Internship

This course is designed to provide students with real-world experience in a sport-related area while they work toward completing their degree. This experiential learning course emphasizes learned skills, exposure to various sport-related industry components, and hands-on experience within a sports enterprise.