

# SPORT AND ENTERTAINMENT MANAGEMENT/ SPORT, LEISURE AND HOSPITALITY MANAGEMENT WITH NATIONAL TAIWAN NORMAL UNIVERSITY, M.S.E.M./ M.S. IN S.L.H.M.

## Thesis (6 Hours)

Course	Title	Credits
SPT E 799	Thesis Preparation	6
<b>Total Credit Hours</b>		<b>6</b>

## Degree Requirements (36 Hours)

### Required Courses (21 Hours)

Course	Title	Credits
HRSM 788	Business Research and Analytics in Hospitality, Retail and Sports Management	3
STAT 600	Statistics for Applied Management	3
SPT E 640	Venue Management: Principles and Practices	3
SPT E 701	Management in the Sport and Entertainment Industry	3
SPT E 730	Advanced Sport and the Law	3
SPT E 760	Principles of Sport and Entertainment Marketing	3
SPT E 790	Sport and Entertainment Finance	3
<b>Total Credit Hours</b>		<b>21</b>

### Cognates (9 Hours)

Course	Title	Credits
Select nine hours of the following:		9
SPT E 501	Trends and Issues in Sport and Entertainment Management	
SPT E 545	Managing Part-Time Employees and Volunteers	
SPT E 570	Special Topics in Global Sport	
SPT E 580	Business Principles in Sport Management.	
SPT E 590	Special Topics in Live Entertainment and Sport	
SPT E 635	Sport and Entertainment Event Development	
SPT E 650	Integrated Marketing Communication in Sport and Entertainment	
SPT E 736	Sport and Entertainment Event Entrepreneurship	
SPT E 746	Risk and Security Management in Public Assembly Facilities	
SPT E 750	Strategic Planning and Policy Development in Sport and Entertainment Management	
SPT E 770	Public Assembly Facility Management Programming and Sales	
SPT E 775	Event Programming and Production	
SPT E 780	Public Assembly Facility Operations and Procedures	
SPT E 798	Directed Study in Sport and Entertainment Management	
<b>Total Credit Hours</b>		<b>9</b>