

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
SPTE 799	Thesis Preparation	6
Total Credit Hours		6

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
SPTE 640	Venue Management: Principles and Practices	3
SPTE 701	Management in the Sport and Entertainment Industry	3
SPTE 730	Advanced Sport and the Law	3
SPTE 760	Principles of Sport and Entertainment Marketing	3
SPTE 790	Sport and Entertainment Finance	3
Total Credit Hours		21

Cognates (9 Hours)

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