

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

Cognates (9 Hours)

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