



SPORT MANAGEMENT GRADUATE PROGRAM COURSE DESCRIPTIONS

KIN 5307: Ethics in Sport and Wellness Leadership

This course examines ethical principles and decision-making frameworks relevant to leadership in sport management, physical activity, and wellness settings from a Christian worldview. Students will explore contemporary ethical issues such as athlete and participant welfare, professional conduct, governance, and social responsibility. Emphasis is placed on applying ethical theory to real world leadership challenges to promote integrity, accountability, and ethical organizational cultures in sport and wellness contexts. Spring. Prerequisite: None

KIN 5308: Sport Finance

This course introduces financial management principles essential to leading sport organizations, with emphasis on budgeting, revenue generation, facility financing, and long -term fiscal planning. The course integrates biblical principles of stewardship, integrity, and service into financial decision-making using a Christian World View. Students analyze real-world sport finance scenarios and develop practical, ethically grounded strategies to support sustainable, mission - aligned athletic programs in educational, nonprofit, and community settings.

KIN 5309: Sport Organization Behavior/Human Resources

This course examines the behavioral, structural, and human resource dynamics that shape effective sport organizations, emphasizing leadership, communication, motivation, staff development, and team culture. Through a Christian World View the course integrates biblical principles of stewardship, compassion, and ethical leadership into personnel management and organizational decision-making. Students explore practical approaches to hiring, performance evaluation, conflict resolution, and organizational change while analyzing real-world sport environments.

KIN 5310: International Sport

This course explores the global landscape of sport, examining international governing bodies, cultural influences, economic structures, and policy issues that shape sport systems worldwide. Through a Christian World View the course emphasizes ethical leadership, cultural humility, and responsible engagement in diverse international sport environments. Students analyze global sport development, international competitions, cross-cultural communication, and the impact of globalization on sport management. Opportunities for Study abroad exist.



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KIN 5313: Sport Marketing and Promotions

This course provides an in-depth study of marketing principles and promotional strategies used in the sport industry, focusing on consumer behavior, branding, sponsorships, digital engagement, and event promotion. Through a Christian World View the course emphasizes ethical communication, integrity in representation, and service-oriented leadership within sport marketing environments. Students analyze real -world marketing campaigns, develop targeted promotional plans, and learn to apply data-driven strategies to enhance fan engagement and organizational visibility.

KIN 5314: Sport Analytics

This course introduces students to data-driven decision-making in sport through the study of analytics tools, statistical methods, and performance metrics used across sport organizations through a Christian World View. Topics include player and team performance analysis, business and fan engagement analytics, data visualization, and technology-based decision systems.

KIN 5320: SWELL/Sport Management Capstone

This culminating graduate capstone course integrates leadership principles, organizational policies, ethical practices, and program development in sport and wellness from a Christian worldview. Opportunities for guidance, motivation, role modeling and expertise will be gained from a professional mentor who has experience in Sport and Wellness leadership professions. Students will promote, implement, and evaluate their pre-approved sport/wellness event proposal. Spring. Prerequisite: KIN 5311