

Courses Temple

At Temple University you will follow 5 courses. In total this is 15 credits which corresponds to 30 ECTS.

You will take a total of 5 classes. 4 Graduate classes and 1 Undergraduate class. Out of the 4 Graduate classes, there are 3 mandatory 'core' classes.

The other Graduate class is within the STHM MS in Sport Business programme (elective options).

The Undergraduate can be in any department. For both elective courses you will be guided by the advisor for international students.

Please keep in mind 4 from the 5 courses at Temple will be in the evening as you are joining their masters programme.

It is mandatory to follow 4 courses from the masters programme so you have a good background and if you wish to come back and finish the master at Temple – you can do this in one year.

Below is the information about the 3 mandatory 'core' Graduate classes.

CORE CLASSES

SRM 5201 Sport Finance – 3 credits

With the recent growth of the sports industry, competent managers must have a sound understanding of finance topics and the ability to apply a series of basic financial principles to the decision-making process of sport firms and organizations. Financial decision-making, including cash management; ratio analysis; asset management; leverage; short, intermediate, and long-term financing will be the course focus. Additionally, different types of budgets will be reviewed and students will learn the budget preparation and approval process.

SRM 5216 Strategic Management – 3 credits

This course focuses on the basic functions of management and the strategic challenges confronting firms that compete in the global economy within the sport and recreation industry. It provides students a forum in which to apply and integrate management and strategic theories, practices and skills in a global environment, and across all types of organizations, including public, private, and voluntary. The course also gives opportunities for entrepreneurs in the industry through business plan development.

STHM 5111 Applied Research – 3 credits

The course equips the student with an understanding of the process of pure and applied research and the scientific method, including an introduction to statistics and computer applications. It prepares the student to analyze critically the scientific literature of sport, recreation, tourism, hospitality, and leisure. The course will address the major ways of conceptualizing and designing research, and acquiring, interpreting, and disseminating data. It will focus on applied research, with the expectation that the students will learn the practical application of research uses in the professional setting.

The other Graduate class you can choose from options:

ELECTIVE OPTIONS - within the STHM MS in Sport Business programme.

SRM 5226 Consumer Behavior – 3 credits

This course is designed to provide knowledge of the psychological foundations of consumer behavior, the mechanisms of influence that are most likely to lead consumers to change their attitudes, their beliefs, and, most importantly their actions, and how to engage these mechanisms in building persuasive communications. The focus of this class will be on the scientific research (of behavioral scientists from multiple disciplines) that illuminates the psychological processes underlying consumer behavior, with specific focus on spectator and participant based sport and recreation activities.

SRM 5241 Evaluation of Programs and Events - 1.5 credits (taken with SRM 5242 below)

The goal of this course is to provide students with the background necessary to understand the evaluation process in the field of events and recreation management. The focus of the class is on evaluation, assessment, and different types of program evaluation, including needs assessment, formative research, process evaluation, monitoring of outputs and outcomes, impact assessment, and cost analysis. Both quantitative and qualitative research methods are addressed. Students will execute an applied evaluation project. This project involves practice in interviewing, focus groups, survey questionnaire development, data collection, and data analysis. The course will provide students with a conceptual map of how evaluation research is conducted, the resources available to them, the vocabulary of research, and guidance in writing an evaluation report.

SRM 5242 Business of Non-Profits - 1.5 credits (taken with above SRM 5241)

This course examines the theoretical, philosophical, practical, and ethical perspectives related to the effective management and leadership of not-for-profit organizations in the twenty-first century. Students will examine strategies related to governance and policy development in the not-for-profit organization. The fundamental differences of working for a non-profit or government entity will be discussed and compared/contrasted with for-profit organizations. In addition, students will examine the unique managerial challenges posed to not-for-profit organizations and the typical techniques and practices used by leaders in the public and non-profit sectors. The course will also familiarize students with the legal implications, unique financial management, and revenue generating models of not-for-profit organizations.

SRM5251 Introduction to Sport Analytics – 3 credits

The class will discuss the theory, development, and application of analytics in sport. Students will learn about the application of analytics in sport for purposes of evaluating player performance, team management, market segmentation, pricing, and other areas in sport industry operations. Analytics includes the inclusive use of data, statistical and quantitative analysis, explanatory and predictive models, and fact-based decision making. Analytic methods are employed to gain insights on team and player production, human resource practices, and game management. Additionally, quantitative methods are used to analyze pricing, advertising, promotions, and other sport business decisions. Many new techniques and methods

to communicate analytical results are emerging and will be a factor in this new area of sport analytics.

The last elective course from the Undergraduate can be in any department – the advisor of Temple will guide you through this process. The course needs to be 3 credits.