

BUSINESS ADMINISTRATION, MASTER OF (M.B.A.)/SPORT LEADERSHIP, MASTER OF EDUCATION (M.ED.) [DUAL DEGREE]

Program accreditation

Association to Advance Collegiate Schools of Business (<http://www.aacsb.edu>)

Program goal

The dual-degree M.B.A./M.Ed. in Sport Leadership program will prepare students for leadership positions by combining the business teaching of an M.B.A. program with sport industry-specific knowledge gained in the M.Ed. program. This degree combination recognizes the growing complexity of the sport industry and reinforces the Center for Sport Leadership's commitment to preparing students for the leadership challenges of the future. The dual degree offers students course work and knowledge they will need to be successful in a business setting combined with the application and networking skills required in today's sport industry.

The M.B.A. phase of the program will encompass a problem-based learning style, immersing students in collaborative projects and working situations that are commonplace in the business world. Students will learn business concepts in a real-life context and develop skills in communication, collaboration and teamwork that are essential for success, while developing their abilities to be creative, take initiative and accept personal responsibility for their actions.

The M.Ed. program will combine classroom and practical experience to prepare individuals for leadership positions in the sport industry. An interdisciplinary approach gives students the freedom to choose courses of personal interest and build a foundation of knowledge in their desired career fields.

Student learning outcomes

1. Students should be able to demonstrate the capacity to apply business knowledge in new and unfamiliar circumstances.
2. Students should be able to demonstrate the ability to work in teams and other groups.
3. Students should understand and be able to develop the ethical and social responsibilities of organizations.
4. Students should be able to describe the factors involved in key operation decisions and to appropriately apply techniques that provide insight and structure for management decision-making.
5. Students should be able to identify and understand major issues faced by organizations with evolving information technology and investigate issues and challenges faced by managers with changes in information technology.
6. Graduates of the program should be able to critically evaluate and use accounting and other information for managerial decision-making.
7. Graduates should be able to evaluate marketing programs.
8. Students should be able to think critically and systematically about financial issues in businesses and to develop techniques to analyze these issues numerically.
9. Graduates of the program should be able to develop an analytical framework for identifying the objectives of the firm and to provide some tools for evaluating the firm's performance.

VCU Graduate Bulletin, VCU Graduate School and general academic policies and regulations for all graduate students in all graduate programs

The VCU Graduate Bulletin website documents the official admission and academic rules and regulations that govern graduate education for all graduate programs at the university. These policies are established by the graduate faculty of the university through their elected representatives to the University Graduate Council.

It is the responsibility of all graduate students, both on- and off-campus, to be familiar with the VCU Graduate Bulletin as well as the **Graduate School website** and academic regulations in individual school and department publications and on program websites. However, in all cases, the official policies and procedures of the University Graduate Council, as published on the VCU Graduate Bulletin and Graduate School websites, take precedence over individual program policies and guidelines.

Visit the academic regulations section for additional information on academic regulations for graduate students.

Degree candidacy requirements

A graduate student admitted to a program or concentration requiring a final research project, work of art, thesis or dissertation, must qualify for continuing master's or doctoral status according to the degree candidacy requirements of the student's graduate program. Admission to degree candidacy, if applicable, is a formal statement by the graduate student's faculty regarding the student's academic achievements and the student's readiness to proceed to the final research phase of the degree program.

Graduate students and program directors should refer to the following degree candidacy policy as published in the VCU Graduate Bulletin for complete information and instructions.

Visit the academic regulations section for additional information on degree candidacy requirements.

Graduation requirements

As graduate students approach the end of their academic programs and the final semester of matriculation, they must make formal application to graduate. No degrees will be conferred until the application to graduate has been finalized.

Graduate students and program directors should refer to the following graduation requirements as published in the Graduate Bulletin for a complete list of instructions and a graduation checklist.

Visit the academic regulations section for additional information on graduation requirements.

Other information

School of Business policies and procedures for graduate master's degree students are available on the school's website at business.vcu.edu/graduate-studies/current-graduate-students.

Apply online at graduate.admissions.vcu.edu (<http://www.graduate.admissions.vcu.edu>).

Admission requirements

Degree:	Semester(s) of entry:	Deadline dates:	Test requirements:
M.B.A. and M.Ed.	Fall		GMAT or GRE

Applicants must meet all general admission requirements of the VCU Graduate School (<http://bulletin.vcu.edu/graduate/study/admission-graduate-study/admission-requirements>).

Degree requirements

In addition to the VCU Graduate School graduation requirements (<http://bulletin.vcu.edu/academic-regs/grad/graduation-info>), students can complete both degrees with two years of study and will receive both degrees at the conclusion of the entire program. Students may enter the program only in the fall semester.

Curriculum requirements

Course	Title	Hours
Courses		
ACCT 608	Managerial Accounting Concepts	3
ECON 610	Managerial Economics	3
FIRE 623	Financial Management	3
INFO 661	Information Systems for Managers	3
INFO 664	Information Systems for Business Intelligence	3
MGMT 641	Leading People and Organizations	3
MGMT 642	Business Policy and Strategy	3
MKTG 671	Marketing Management	3
SCMA 675	Operations Management	3
SPTL 603	Research Methods in Sport	3
SPTL 608	Sport and Entertainment Event Development	3
SPTL 610	Sport and Entertainment Event Development	3
SPTL 630	Sociology of Sport	3
SPTL 632	Sport Business	3
SPTL 643	Sport Law	3
SPTL 695	Externship	1-6
Electives		
Select four of the following:		9
CISS 697	Guided Study	
ECON 604	Advanced Microeconomic Theory	
ECON 607	Advanced Macroeconomic Theory	
ECON 609	Advanced International Economics	
ECON 612	Econometrics	
ECON 616	Advanced Public Finance	
ECON 617	Financial Markets	

ECON 620	The Economics of Industry
ECON 631	Labor Market Theory and Analysis
ECON 641	Econometric Time-series Analysis
ECON 642	Panel and Nonlinear Methods in Econometrics
ECON 697	Guided Study in Economics
ENGR 691	Special Topics in Engineering
ENVS 691	Topics in Environmental Studies
FIRE 621	Cases in Financial Management
FIRE 622	Financial Management of Financial Institutions
FIRE 625	Group Insurance and Pension Planning
FIRE 626	Risk Management
FIRE 627	Real Estate Development
FIRE 629	Real Estate Investment Analysis
FIRE 635	Investments and Security Analysis
FIRE 638	Real Property Investment Law
FIRE 639	International Finance
FIRE 650	Derivatives
FIRE 654	Short-term Financial Management
FIRE 657	Current Issues in Investments and Markets
FIRE 658	Real Estate Finance and Investments
INFO 610	Analysis and Design of Database Systems
INFO 611	Data Re-engineering
INFO 614	Data Mining
INFO 632	Business Process Engineering
INFO 641	Strategic Information Systems Planning
INFO/CISS 644	Principles of Computer and Information Systems Security
INFO 691	Topics in Information Systems
INFO 697	Guided Study in Information Systems
MGMT 637	Advanced Human Resource Management
MGMT 644	International Business Management
MGMT 649	Compensation Policy and Administration
MGMT 655	Entrepreneurship
MGMT 656	Best Practices in Leadership
MGMT 680	Health, Safety and Security Administration
MGMT 682	Human Resource Staffing
MGMT 684	Issues in International Human Resource Management
MGMT 691	Topics in Management
MGMT 697	Guided Study in Management
MKTG 656	International Marketing
MKTG 657	International Market Planning Project
MKTG 672	Concepts in Consumer Behavior
MKTG 673	Marketing Research
MKTG 674	Service Quality Management
MKTG 691	Topics in Marketing

MKTG 693	Field Project in Marketing	
MKTG 697	Guided Study in Marketing	
OPER 528	Stochastic Simulation	
SCMA 632	Statistical Analysis and Modeling	
SCMA 643	Applied Multivariate Methods (must have completed SCMA 632)	
SCMA 645	Management Science	
SCMA 646	Legal Foundations of Employment	
SCMA 669	Developing and Implementing Forecasting Methods for Business	
SCMA 677	Quality Management and Six Sigma	
SPTL 634	Foundations of Coaching	
SPTL 640	Sport Media and Communications	
SPTL 644	NCAA Collegiate Coaching	
SPTL 645	Sales and Development	
SPTL 691	Topics in Sport Leadership	
Total Hours		60

Note: MGMT 641, MKTG 671, SPTL 695 and one elective (three credit hours) from either program may be counted toward both the M.B.A. and the M.Ed. degrees.

Sample plan of study

Year one

Fall semester		Hours
ECON 610	Managerial Economics	3
MGMT 641	Leading People and Organizations	3
SPTL 603	Research Methods in Sport	3
SPTL 643	Sport Law	3
Term Hours:		12

Spring semester

FIRE 623	Financial Management	3
MKTG 671	Marketing Management	3
SPTL 630	Sociology of Sport	3
SPTL 632	Sport Business	3
Term Hours:		12

Summer semester

SPTL 695	Externship	1-6
One business elective		1-3
Term Hours:		2-9

Year two

Fall semester

ACCT 608	Managerial Accounting Concepts	3
INFO 661	Information Systems for Managers	3
SPTL 608	Sport and Entertainment Event Development	3
One business or SPTL elective from above or other courses with approval		3
Term Hours:		12

Spring semester

ACCT 608	Managerial Accounting Concepts	3
INFO 661	Information Systems for Managers	3

SPTL 608	Sport and Entertainment Event Development	3
One SPTL elective from above or other courses with approval		3
Term Hours:		12

Summer semester

MGMT 642	Business Policy and Strategy	3
One SPTL elective from above or other courses by approval		3
Term Hours:		6
Total Hours:		56-63

Concentrations

M.B.A./M.Ed. students who wish to have a concentration would need to complete an additional three courses.

Graduate program director

Austen Gouldman
Director, graduate programs
Email: gouldmana@vcu.edu
Phone: (804) 828-4622

Additional contact

Carrie LeCrom, Ph.D.
Executive director, Center for Sport Leadership
Email: cwlecrom@vcu.edu
Phone: (804) 828-6443

Program website: business.vcu.edu/graduate-studies/combined-med-in-sport-leadershipmba (<http://business.vcu.edu/graduate-studies/combined-med-in-sport-leadershipmba>)