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 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 policy.

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

<table>
<thead>
<tr>
<th>Degree</th>
<th>Semester(s) of entry</th>
<th>Deadline dates:</th>
<th>Test requirements:</th>
</tr>
</thead>
<tbody>
<tr>
<td>M.B.A. and M.Ed.</td>
<td>Fall</td>
<td></td>
<td>GMAT or GRE</td>
</tr>
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</table>

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/academicregs/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

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 655 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
Sample plan of study

Year one

Fall semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ECON 610</td>
<td>Managerial Economics</td>
<td>3</td>
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<tr>
<td>MGMT 641</td>
<td>Leading People and Organizations</td>
<td>3</td>
</tr>
<tr>
<td>SPTL 603</td>
<td>Research Methods in Sport</td>
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<tr>
<td>SPTL 643</td>
<td>Sport Law</td>
<td>3</td>
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<tr>
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<td>Term Hours:</td>
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Spring semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>FIRE 623</td>
<td>Financial Management</td>
<td>3</td>
</tr>
<tr>
<td>MKTG 671</td>
<td>Marketing Management</td>
<td>3</td>
</tr>
<tr>
<td>SPTL 630</td>
<td>Sociology of Sport</td>
<td>3</td>
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<tr>
<td>SPTL 632</td>
<td>Sport Business</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Term Hours:</td>
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Summer semester

<table>
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<tr>
<th>Course</th>
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<th>Hours</th>
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<tbody>
<tr>
<td>SPTL 695</td>
<td>Externship</td>
<td>1-6</td>
</tr>
<tr>
<td></td>
<td>One business elective</td>
<td>1-3</td>
</tr>
<tr>
<td></td>
<td>Term Hours:</td>
<td>2-9</td>
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Year two

Fall semester

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<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
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<tbody>
<tr>
<td>ACCT 608</td>
<td>Managerial Accounting Concepts</td>
<td>3</td>
</tr>
<tr>
<td>INFO 661</td>
<td>Information Systems for Managers</td>
<td>3</td>
</tr>
<tr>
<td>SPTL 608</td>
<td>Sport and Entertainment Event</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>One business or SPTL elective from above or other courses with approval</td>
<td>3</td>
</tr>
<tr>
<td></td>
<td>Term Hours:</td>
<td>12</td>
</tr>
</tbody>
</table>

Spring semester

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>ACCT 608</td>
<td>Managerial Accounting Concepts</td>
<td>3</td>
</tr>
<tr>
<td>INFO 661</td>
<td>Information Systems for Managers</td>
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</tr>
<tr>
<td>SPTL 608</td>
<td>Sport and Entertainment Event</td>
<td>3</td>
</tr>
</tbody>
</table>

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
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Additional contact
Carrie LeCrom, Ph.D.
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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)