SPORT LEADERSHIP, MASTER OF (M.S.L.)

The School of Business offers a structured graduate program combining classroom theory with exposure to relevant field experiences. Through the sport leadership program, students will be prepared to assume the responsibilities for developing professional and amateur athletes and managing sports programs in a variety of academic, public and private sectors. The interdisciplinary faculty and curriculum give students the opportunity to concentrate on areas most important to them and most relevant to the sports business.

This program is available in an online, face-to-face or hybrid format.

Student learning outcomes

- Content knowledge of sport industry: Students will be able to analyze and synthesize information and develop plans to address issues in sport leadership.
- Development of interpersonal skills and professionalism: Students will demonstrate interpersonal skills and professionalism appropriate to the fields of sport management and coaching.
- Development of leadership skills: Students will demonstrate content knowledge of leadership skills and traits, as well as the ability to utilize these skills and traits in a professional setting.

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 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.

Apply online today. (https://www.vcu.edu/admissions/apply/graduate/)

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.S.L.</td>
<td>Fall</td>
<td>Apr 15</td>
<td>GRE or MAT</td>
</tr>
<tr>
<td></td>
<td>Spring</td>
<td>Nov 1</td>
<td></td>
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<tr>
<td></td>
<td>Summer</td>
<td>Mar 15</td>
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</tbody>
</table>

In addition to the general admission requirements of the VCU Graduate School (http://bulletin.vcu.edu/graduate/study/admission-requirements/), the following requirements represent the minimum acceptable standards for admission:

1. Bachelor's degree in an appropriate discipline
2. Three letters of recommendation addressing the student's potential for graduate study in education
3. Student's written statement concerning career interests
4. Transcripts of all previous college work

Students should contact the Center for Sport Leadership at VCU at (804) 828-7821 or link directly to sportleadership.vcu.edu (http://www.sportleadership.vcu.edu/) for information and application materials.

Degree requirements

In addition to general VCU Graduate School graduation requirements (http://bulletin.vcu.edu/academic-regfs/grad/graduation-info/), students are required to complete course work in core and elective courses.

1. Credit hour requirements: Students are required to complete a minimum of 36 credit hours.
2. Grade requirements: Receipt of a grade of C or below in two courses constitutes automatic dismissal from the program. Courses with a grade below C cannot be used to satisfy degree requirements.

Curriculum requirements

<table>
<thead>
<tr>
<th>Course</th>
<th>Title</th>
<th>Hours</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPTL 603</td>
<td>Research and Analytics in Sport</td>
<td>3</td>
</tr>
<tr>
<td>SPTL 625</td>
<td>Team Dynamics in Sport</td>
<td>3</td>
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</tbody>
</table>
## Sport Leadership, Master of (M.S.L.)

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Title</th>
<th>Credits</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPTL 630</td>
<td>Sociology of Sport</td>
<td>3</td>
</tr>
<tr>
<td>SPTL 632</td>
<td>Sport Business</td>
<td>3</td>
</tr>
<tr>
<td>SPTL 633</td>
<td>Marketing of Sport</td>
<td>3</td>
</tr>
<tr>
<td>SPTL 635</td>
<td>Leadership Models in Sport</td>
<td>3</td>
</tr>
</tbody>
</table>

### Elective courses (18 credits)

- SPTL/HEMS 591 Topical Seminar (maximum six)
- SPTL 608 Sport and Entertainment Event Development I
- SPTL 610 Sport and Entertainment Event Development II
- SPTL 622 Sport Consumer Behavior
- SPTL 623 Sport and the Environment
- SPTL 634 Foundations of Coaching
- SPTL 640 Sport Media and Communications
- SPTL 641 Sports Psychology
- SPTL 642 Sport Ethics
- SPTL 643 Sport Law
- SPTL 644 NCAA Coaching
- SPTL 645 Sales and Development
- SPTL 646 Facilities and Event Development
- SPTL 647 Global Sports Issues
- SPTL 648 Issues in College Athletics
- SPTL 650 European Model of Sport
- SPTL 691 Topics in Sport Leadership
- SPTL 692 Independent Study
- SPTL 695 Externship

Any 600-level SPTL course not otherwise required for the major

### Total Hours

| Total Hours | 36 |

1 These courses are field experiences and may be taken for up to nine of the 18 elective credits.

The minimum total of graduate credit hours required for this degree is 36.

Students who complete the requirements for this degree will receive a Master of Sport Leadership.

**Contact**

Carrie W. LeCrom, Ph.D.

Executive director, Center for Sport Leadership, and graduate program director
cwllecrom@vcu.edu

(804) 828-6443