

# BUSINESS SPORT LEADERSHIP (BNSL)

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## **BNSL 530 SPORT LEADERSHIP (3 credits)**

Principles of leadership and management within the sports industry. Foundations of sport management and leadership, along with the functions of planning, organizing, leading, and controlling (or directing) as applied to a sports enterprise. Application of core management principles (including ethics) as a basis for understanding the development and governance of the sports industry as well as for addressing contemporary problems and issues.

*Prerequisites:* Admission to the MS Sport Leadership Track or the Sport Leadership Certificate or permission of Sport Leadership Coordinator

## **BNSL 531 SPORT SALES & MARKETING (3 credits)**

Advanced study of sales and marketing in a sports environment. Examination of the principles of marketing, promotion, sponsorship, and consumer behavior as applied to the sport industry. Theory, principles, current issues, and unique aspects of sales in the field of sport. Prerequisite

*Prerequisites:* Admission to the MS Sport Leadership Track or the Sport Leadership Certificate or permission of Sport Leadership Coordinator

## **BNSL 532 SPORT LAW (3 credits)**

Legal issues in a sports context. Examination of contract law, antitrust, labor relations, intellectual property, constitutional law, tort law, equity (including Title IX) and other areas of law through the lens of sport. Lecture/Discussion.

*Prerequisites:* Admission to the MS Sport Leadership Track or the Sport Leadership Certificate or permission of Sport Leadership Coordinator

## **BNSL 533 SPORT ANALYTICS (3 credits)**

Theories and concepts in sport analytics. Examine and interpret sport data through analytical procedures. Survey of the tools and methods used in sport data acquisition, processing, analysis, visualization, and implementation.

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