

# SPORT LEADERSHIP CERTIFICATE

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Code	Title	Credits
Complete the following courses: <sup>1</sup>		
BNSL 530	SPORT LEADERSHIP	3
BNSL 531	SPORT SALES & MARKETING	3
BNSL 532	SPORT LAW	3
BNSL 533	SPORT ANALYTICS	3
<b>Total Credits</b>		<b>12</b>

Courses in which a student has earned a grade less than C may not be applied toward the graduate certificate in Sport Leadership.

<sup>1</sup> With the approval of the Program Director, students may substitute one of the required courses with a related Workshop Topics Course (WORKSHOP TOPICS COURSE (BNSS 598)), a Common Core Course (INNOVATIVE LEADERSHIP & DESIGN THINKING (BNSS 500), DESIGNING & DEVELOPING HIGH IMPACT TEAMS (BNSS 501), BUSINESS INTELLIGENCE & AND CULTURE OF ANALYTICS (BNSS 502), or ETHICS & SOCIAL JUSTICE ANALYTICS (BNSS 503)) or a Design & Innovation Course (DESIGN, INNOVATION & SUSTAINABILITY (BNDI 520), CHANGE MANAGEMENT FOR COMPETITIVE ADVANTAGE (BNDI 521), DISRUPTIVE INNOVATION & SYSTEMS THINKING (BNDI 522), or COMPETITIVE FINANCIAL ANALYSIS (BNDI 523)).

- apply classical leadership theory to contemporary sport management
- demonstrate proficiency in recognizing their organizational influence and comprehending managerial decision-making processes within the sports industry.
- acquire expertise in data analysis in sports and sport business, utilizing analytical skills and quantitative methods for performance enhancement and business optimization.