SMGT 238 - SPECIAL TOPICS
Short Title: SPECIAL TOPICS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum, Laboratory, Lecture, Lecture/Laboratory, Seminar, Independent Study
Credit Hours: 1-4
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Lower-Level
Description: Topics and credit hours may vary each semester. Contact department for current semester's topic(s). Repeatable for Credit.

SMGT 260 - INTRODUCTION TO SPORT MANAGEMENT
Short Title: INTRO TO SPORT MANAGEMENT
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Distribution Group: Distribution Group II
Credit Hours: 3
Restrictions: Enrollment limited to students with a class of Freshman or Sophomore. Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Lower-Level
Description: This course is designed to: first, provide the student with an overview of the structure of the sport industry as well as issues facing sport organizations and how management techniques can be applied to solve business problems. Second, students will be introduced to the various sub-disciplines within sport management (marketing, law, sales, event management, etc). Third, students will become familiar with career opportunities in sport management. Special Registration is required for Juniors and Seniors.

SMGT 266 - LEADING WITH SERVICE
Short Title: LEADING WITH SERVICE
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students with a class of Freshman or Sophomore. Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Lower-Level
Prerequisite(s): SMGT 260
Description: This course will examine industry leaders in customer service, identifying the unique qualities that their employees exhibit. Students will learn the fundamentals of service delivery and various research and various research and analysis methods, then apply those in practical applications with local sports franchises. By the conclusion of this course, students will have created a customer service vision for a fictitious organization, developed training programs for employees and created measureable objectives for success. This course is for Freshmen and Sophomores only. Special Registration is required for Juniors and Seniors.

SMGT 276 - SPORT MANAGEMENT PRACTICUM
Short Title: SPORT MANAGEMENT PRACTICUM
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture/Laboratory
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Lower-Level
Prerequisite(s): SMGT 260 or KINE 260
Description: This class is designed to prepare students for working in the sport industry. Students will learn how to construct an effective resume, interview skills, business etiquette, etc. Students will also gain real-life experience by working with one of the numerous sports organizations in Houston for 100 hours during the course of the semester.

SMGT 320 - BUSINESS OF COLLEGE ATHLETICS
Short Title: BUSINESS OF COLLEGE ATHLETICS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260
Description: This course will focus on developing an understanding of college athletics and its role in higher education. Students will develop a research project and presentation as well as learn from guest speakers and case studies.

SMGT 350 - SPORT ETHICS
Short Title: SPORT ETHICS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Distribution Group: Distribution Group II
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260
Description: This course will focus on developing an understanding of college athletics and its role in higher education. Students will develop a research project and presentation as well as learn from guest speakers and case studies.

SMGT 260 or KINE 260

SMGT 360 - SALES & REVENUE GENERATION IN SPORT
Short Title: SALES & REVENUE GENERATION
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 or KINE 260
Description: In this class, students are introduced to the characteristics that are required for successful selling in the sport industry, such as developing proposals, making persuasive sales presentations, closing deals, maintaining relationships, etc. Students will also explore the various ways that revenue is generated in the sport industry.

SMGT 361 - SPORT FINANCE
Short Title: SPORT FINANCE
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Distribution Group: Distribution Group II
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: This course will explore economic and financial principals that are significant in the sport industry. This includes financial analysis and management, budgeting, forecasting, capital structuring, economic impact evaluations, and methods of revenue acquisition.

SMGT 362 - SPORT MARKETING
Short Title: SPORT MARKETING
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: This course covers the essentials of sport marketing which includes planning, promotions, operations, and market analysis. Students will examine the fundamental principles used in the marketing of sport, products, events, and the importance of service quality. Recommended Prerequisite(s): SMGT 260 and (HUMA 201 or LEAD 321 or BUSI 296)

SMGT 364 - SPORT LAW
Short Title: SPORT LAW
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Distribution Group: Distribution Group II
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 or KINE 260
Description: This course is designed to introduce students to the American legal system and to the types of legal reasoning used by lawyers and judges. This course will also provide an overview of how various areas of sports are integrated with the American legal system.

SMGT 365 - SPORT MEDIATION
Short Title: SPORT MEDIATION
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 and SMGT 364
Description: This course introduces the core principles of mediation. Within the class each student will become familiar with the nature of conflict, have a better understanding of culture awareness, as well as the ethics within the field of mediation. Students will conduct a full mediation while maintaining neutrality, exhibiting negotiation skills, and drafting agreements.

SMGT 366 - EVENT & VENUE MANAGEMENT
Short Title: EVENT & VENUE MANAGEMENT
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (SMGT 260 or KINE 260) and SMGT 266
Description: This course will focus on the practical applications and principles related to managing venues and events. Emphasis will be placed on the importance of budgets, tickets, staffing, crowd management, risk management, operations, and event management, and how they all work together to create a positive experience their customers and clients. Students will be expected to evaluate and understand the nuances that go into event and venue management with the help of assignments, case studies, guest speakers and practical experience (when possible). At conclusion of this course a student should fully understand what goes into creating and managing a successful event.

SMGT 368 - ISSUES IN CONTEMPORARY SPORT
Short Title: ISSUES IN CONTEMPORARY SPORT
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 or KINE 260
Description: This class examines the social institution of sport and its consequences for American society and various social organizations ranging from leisure to professional sport. Topics such as deviance in sport, discrimination, women in sport, and ethics will be covered. This class will also review the socialization implications from participation in sport.
SMGT 373 - SPORT ANALYTICS INTERNSHIP 1
Short Title: SPORT ANALYTICS INTERNSHIP 1
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 and SMGT 276
Description: Internship experience for upper-level students in sport analytics. Instructor Permission Required.

SMGT 374 - SPORT ANALYTICS INTERNSHIP 2
Short Title: SPORT ANALYTICS INTERNSHIP 2
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum
Credit Hours: 1-6
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 and SMGT 276
Description: Internship experience for upper-level students in sport analytics. Instructor Permission Required. Repeatable for Credit.

SMGT 376 - SPORT MANAGEMENT INTERNSHIP 1
Short Title: SPORT MANAGEMENT INTERNSHIP 1
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (SMGT 260 or KINE 260) and (SMGT 276 or KINE 276)
Description: Internship experience for upper-level students in sport management.

SMGT 377 - SPORT MANAGEMENT INTERNSHIP 2
Short Title: SPORT MANAGEMENT INTERNSHIP 2
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (SMGT 260 or KINE 260) and (SMGT 276 or KINE 276)
Description: Internship experience for upper-level students in sport management. Repeatable for Credit.

SMGT 378 - SPORT MANAGEMENT INTERNSHIP 3
Short Title: SPORT MANAGEMENT INTERNSHIP 3
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum
Credit Hours: 1-6
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (SMGT 260 or KINE 260) and (SMGT 276 or KINE 276)
Description: Internship experience for upper-level students in sport management. Repeatable for Credit.

SMGT 379 - SPORT MANAGEMENT INTERNSHIP 4
Short Title: SPORT MANAGEMENT INTERNSHIP 4
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum
Credit Hours: 1-6
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (SMGT 260 or KINE 260) and (SMGT 276 or KINE 276)
Description: Internship experience for upper-level students in sport management. Repeatable for Credit.

SMGT 396 - THE OLYMPIC GAMES
Short Title: THE OLYMPIC GAMES
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 and SMGT 276
Description: The Olympic Games is most watched and internationally-recognized sporting event. This course will examine the history of the Olympic Games but also the political, cultural, financial, and social aspects as well.

SMGT 400 - BUSINESS OF PROFESSIONAL SPORTS
Short Title: BUSINESS OF PRO SPORTS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 276 and SMGT 360 and SMGT 362
Description: This course will provide the student with an intensive, immersive learning experience in conjunction with a professional sports franchise. Students enrolled in this course will interact with senior executives from the front office who will present weekly on the challenges and opportunities facing their various operating departments. Students will engage in traditional classroom learning while also tackling real-world problems and creating potential solutions. Each week a different operating area will be examined. Department Permission Required.

SMGT 405 - RESEARCH IN SPORT MANAGEMENT
Short Title: RESEARCH IN SPORT MANAGEMENT
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Research
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): KINE 319 or STAT 280 and (SMGT 260 or KINE 260)
Description: This class is designed to provide students with experience working on actual research projects, likely with one of the professional sport franchises in Houston. At the end of the semester, the class will present its findings to the organization's upper management.
SMGT 415 - THEORIES OF HIGH LEVEL PERFORMANCE
Short Title: THEORIES-HIGH LVL PERFORMANCE
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Description: This is a class designed for students who plan to go into coaching or training. It will provide the most current information available for training elite athletes in the area of strength, power, speed, and flexibility. Experts in the field of strength training, plyometrics, speed training, and flexibility will speak. The nature and basis of elite athlete training related to exercise physiology, biomechanics, motor learning, sport psychology, and nutrition will be explored.

SMGT 430 - INTRODUCTION TO SPORT ANALYTICS
Short Title: INTRO TO SPORT ANALYTICS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): STAT 310 or STAT 315 or DSCI 301 or ECON 307 or BUSI 395
Description: The focus of this course will be to provide the basics for understanding and applying analytical techniques to professional teams both on the sports side (predicting player performance and outcomes) and the business side (establishing business models). A survey into basic statistical techniques (multiple regression, discriminant analysis, etc.) will be the foundation of the class.

SMGT 431 - ADVANCED SPORT ANALYTICS
Short Title: ADVANCED SPORT ANALYTICS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): STAT 280 or STAT 315 or SOSC 302 or STAT 310 or DSCI 301 or ECON 307 or BUSI 395
Description: This course will assist students in applying and developing advanced analytical skills specifically designed to evaluate sport performance as well as predict team & individual success. Students will achieve this through the development of critical thinking skills as well as advanced knowledge in modeling, statistical analysis, predictive analytics, game theory, optimization, data mining, machine learning techniques, and simulation.

SMGT 432 - SOCCER ANALYTICS
Short Title: SOCCER ANALYTICS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): DSCI 301 or ECON 307 or STAT 310 or STAT 315
Description: This course is designed to allow students to learn and utilize statistical analysis and data science techniques to evaluate team and individual performances in soccer.

SMGT 440 - SPORT BUSINESS ANALYTICS
Short Title: SPORT BUSINESS ANALYTICS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 and (STAT 280 or SOSC 302 or STAT 310 or STAT 315 or DSCI 301 or ECON 307 or BUSI 395)
Description: In this age of Big Data, employees must be tech savvy with a strong background in computer and statistical analysis. Sport Business Analytics calls for special approaches to marketing and pricing. This course is designed to introduce the students to techniques that will allow for productive sport business analytics.

SMGT 441 - ADVANCED SPORT BUSINESS ANALYTICS
Short Title: ADV SPORT BUSINESS ANALYTICS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (STAT 315 or DSCI 301) and STAT 405 and SMGT 260
Description: In this class, students will use quantitative methods and statistical software to analyze data for the purposes of making better-informed business decisions in the sport management industry.

SMGT 450 - LEADERSHIP IN SPORT MANAGEMENT
Short Title: LEADERSHIP IN SPORT MANAGEMENT
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260
Description: This course will provide an overview of several major leadership theories as well as stimulate discussion on different styles of leadership and how they apply to the sport industry. Students will perform a leadership self-evaluation as well as develop a plan for its real-world application.
SMGT 460 - BUSINESS ANALYSIS IN SPORT
Short Title: BUSINESS ANALYSIS IN SPORT
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 or KINE 260
Description: This course introduces students to contracts and negotiations and how they are used in sport management. Students will learn by writing and solving case studies as well as discussing current issues. This class is designed for students who are pursuing a career in the sport management industry. Students will also interact with a series of speakers from the industry. Students should have completed the majority of SMGT classes before considering taking this course. Instructor Permission Required. Repeatable for Credit.

SMGT 464 - ADVANCED SPORT LAW
Short Title: ADVANCED SPORT LAW
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 364
Description: This course examines legal issues impacting amateur and professional sports. Students will analyze sport cases and materials that cover multiple disciplines, including contracts, torts, constitutional law, labor and employment, and criminal law. Students will augment their learning through analysis and discussion of up-to-the-minute professional and collegiate sports law developments.

SMGT 465 - SPORT CONTRACTS AND NEGOTIATION
Short Title: SPORT CONTRACTS & NEGOTIATION
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 and SMGT 364
Description: This course introduces students to contracts and negotiations and how they are used in sport management. Students will learn by writing and solving case studies as well as discussing current issues. This class is designed for students who are pursuing a career in the sport management industry. Students will also interact with a series of speakers from the industry. Students should have completed the majority of SMGT classes before considering taking this course. Instructor Permission Required. Repeatable for Credit.
SMGT 477 - SPECIAL TOPICS  
Short Title: SPECIAL TOPICS  
Department: Sport Management  
Grade Mode: Standard Letter  
Course Type: Internship/Practicum, Laboratory, Lecture, Seminar, Independent Study, Lecture/Laboratory  
Credit Hours: 1-4  
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
Course Level: Undergraduate Upper-Level  
Description: Topics and credit hours may vary each semester. Contact department for current semester's topic(s). Repeatable for Credit.

SMGT 490 - SEMINAR IN SPORTS ANALYTICS  
Short Title: SEMINAR IN SPORTS ANALYTICS  
Department: Sport Management  
Grade Mode: Standard Letter  
Course Type: Seminar  
Credit Hours: 3  
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
Course Level: Undergraduate Upper-Level  
Prerequisite(s): SMGT 431 and SMGT 441 and STAT 405 and STAT 410  
Description: This course is designed to be the culminating experience in the Sport Analytics program. Students will complete a semester-long research project while also hearing from selected industry professionals who will discuss their cutting edge research in the field of Sport Analytics.

SMGT 495 - INDEPENDENT STUDY  
Short Title: INDEPENDENT STUDY  
Department: Sport Management  
Grade Mode: Standard Letter  
Course Type: Independent Study  
Credit Hours: 1-3  
Restrictions: Enrollment limited to students with a class of Junior or Senior. Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
Course Level: Undergraduate Upper-Level  
Description: Reading or research project to be determined by discussions between student(s) and faculty member(s). Must have the approval of the Chair of the Department of Sport Management and the participating faculty member. Instructor Permission Required.

SMGT 498 - SPECIAL TOPICS  
Short Title: SPECIAL TOPICS  
Department: Sport Management  
Grade Mode: Standard Letter  
Course Type: Seminar  
Credit Hours: 1-4  
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
Course Level: Undergraduate Upper-Level  
Description: Topics may vary. Please consult with the Sport Management Program for additional information. Repeatable for Credit.

SMGT 499 - TEACHING PRACTICUM  
Short Title: TEACHING PRACTICUM  
Department: Sport Management  
Grade Mode: Standard Letter  
Course Type: Internship/Practicum  
Credit Hours: 1-3  
Restrictions: Enrollment is limited to Undergraduate, Undergraduate Professional or Visiting Undergraduate level students.  
Course Level: Undergraduate Upper-Level  
Description: Advanced teaching experience for upper level students who have demonstrated a particular aptitude and interest in an area of sport management. Students assist in conducting a course in which they have previously excelled. The student will learn techniques in course management, instruction, and evaluation. The Chair of the Department of Sport Management must approve all teaching assistants. Pre-requisites: declared Sport Management major. Student must have received at least an "A-" in the course serving as the practicum. Instructor Permission Required. Repeatable for Credit.