

# Sport Industry Leadership and Change Management

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### CERTIFICATE CODE - CG76

The Certificate in Sport Industry Leadership and Change Management offers a comprehensive curriculum designed to equip early-career professionals with the essential skills and knowledge to excel in the dynamic sport industry. Students will engage in a series of focused courses, each tailored to specific areas critical for success in the field. Upon successful completion of the program, graduates will possess a multifaceted skill set that includes the ability to lead innovation, leverage data for strategic insights, drive revenue generation, and uphold ethical standards within the sport industry. These specialized competencies will position graduates as capable leaders and change agents who are prepared to tackle the challenges and opportunities that arise in sport management contexts.

**Course Requirements:** Students must have a cumulative GPA of 2.75 to graduate from the program. Each required class must be completed with a grade of a C- or better. Graduate students with a cumulative grade point average (GPA) below 2.75 will be placed on academic probation.

Code	Title	Hours
SM 502	Revenue Generation and Financial Sustainability in Sport	3
SM 503	Data-Based Decision-Making in Sport Organizations	3
SM 504	Human Resource Development and Managing Change in Sport Organizations	3
SM 505	Critical Thinking and Ethics in Sport	3
SM 685	Internship in Sport Management	6
Total Hours		18

## Certificate Learning Outcomes

### SPORT INDUSTRY LEADERSHIP AND CHANGE MANAGEMENT

- Innovation Leadership and Change Management in Sport Organizations:** Students will develop expertise in driving innovation and leading organizational change within sport contexts. Related course learning outcomes include the ability to initiate and manage change processes, foster a culture of innovation, and implement strategic initiatives that enhance organizational effectiveness.
- Analytics and Operations in Sport Management:** Students will master techniques to analyze performance metrics, optimize resource allocation, and enhance overall operational efficiency.
- Revenue Generation and Financial Sustainability in Sport:** Students will gain proficiency in generating revenue and ensuring financial sustainability within sport organizations. By exploring various revenue streams, sponsorship strategies, and financial management techniques, students will be equipped to navigate the economic complexities of the sport industry.
- Managing Compliance and Ethics in Sport:** Students will develop an understanding of regulatory compliance, ethical decision-making frameworks, and best practices for ensuring integrity and responsible conduct within the industry.