Revised Curriculum for the Sport Management Program
Specialization under the Doctor of Philosophy
(Ph.D.) Degree in Kinesiology

College of Education
Department of Kinesiology
UNIVERSITY OF GEORGIA

By
The Sport Management Program Faculty
Department of Kinesiology
University of Georgia

Effective - Fall Semester 2019
The University of Georgia
College of Education
Department of Kinesiology

1. SPECIALIZATION TITLE

Doctor of Philosophy (Ph.D.) degree in Kinesiology with a specialization on Sport Management.

2. SPECIALIZATION DESCRIPTION

Sport management is defined as the scientific and artistic process of planning, organizing, leading, and controlling within the context of an organization that has the primary objective of providing sport- and/or exercise-related activities, products, and/or services. The study of sport management is a relatively new academic specialization that addresses management issues in an immensely growing sport industry. These issues may be related to a variety of topical areas such as sport marketing, sport sponsorship, sport economics, sport finance, sport consumer behaviors, legal aspects of sports, risk management of sport activities, sport organizational behaviors, coordination of human resources, diversity issues in sport organizations, sport governance, sport facility and equipment, sport media, sport conference, school and collegiate athletics, social aspects of sports, sport event management, sport resort, sport travel, and sport globalization. This multidisciplinary area of study has been influenced by many scholarly fields, including but not limited to business administration, law, communication and journalism, leisure science, education, psychology, sociology, political science, computer science, technology, and other areas of exercise and sport sciences. An academic specialization in sport management prepares trained professionals for the coordination of human, financial, and material resources, relevant technologies, and situational contingencies to achieve effective and efficient production and exchange of sport services.

The revised curriculum for the program specialization in sport management under the existing Ph.D. program in kinesiology provides doctoral students with a comprehensive area of study that integrates theoretical concepts with the practical application of sport management strategies. Taking into consideration the diverse demands of the sport industry and the economic projections within this industry, the specialization is uniquely positioned to prepare qualified academically-oriented students seeking career opportunities at higher education institutions, or qualified professionals seeking advanced research or administrative positions in sport or exercise organizations. The Ph.D. curriculum focuses on both scientific and practical proficiencies: (a) learning theoretical knowledge through developing research skills and (b) enhancing problem-solving abilities through experiential learning in practical settings. Consistent with the academic requirements of other Ph.D. specializations in the department and the college, research participation is a major requirement for students. The revised curriculum for the sport management concentration at doctoral level training is to prepare students with the
research skills required to become productive scholars in the emerging discipline of sport management.

Major emphases of research topics for the revised curriculum are placed upon the sport management faculty members’ academic strengths and research interests. Currently, faculty research topics include studies of sport consumer behaviors, sport event and legacy management, group dynamics of sport organizations, legal aspects of sport, risk management of sport and exercise programs, diversity issues in sport organizations, sport policy and governance, sport globalization and international relations, sport tourism and travel, contemporary trends in sport management, sport management and technology development, and quantitative analysis of sport management processes. It would be beneficial for a doctoral student to conduct research activities in these areas although a student may choose a topic related to other areas of study within sport management.

Distinguishing itself from the existing sport management doctoral programs offered by other universities in the U.S., this revised curriculum for the sport management Ph.D. specialization at the University of Georgia (UGA) stresses the following focal issues: (a) global sensitivity: international academic issues in sport management will be prioritized in curriculum construction, course formulation, and research topic selection; (b) international student recruiting: great efforts will be made to publicize the revised Ph.D. specialization in the international academic community to identify and recruit high quality international students; (c) international academic exchange: existing exchange programs will be strengthened and new programs will be developed to enhance visiting scholarship/professorship, student exchange, student research, and student internships and practicum opportunities in the global sport industry; (d) sport management focus: this revised curriculum will have a clear sport management specialization with a complementing cognate area of study; and (e) research orientation: the revised curriculum for the sport management Ph.D. specialization has a focus of research skill training, with about 60% of the degree credit hour requirements being related to research. Additionally, students are expected to be actively involved in individual or collaborative research projects and grant writing, make presentations at scholarly conferences, and publish in refereed journals.

This revised curriculum for the sport management Ph.D. specialization is built upon the existing bachelor’s and master’s curriculum in sport management. The specialization will require approximately three to four years of full-time study for completion. A specialized area of study for each student will be developed by the student and the supervisory committee based upon the student’s background, interests, and career goals, as well as faculty expertise. Each student is required to choose a cognate area that supports the major specialization of sport management studies. The following cognate areas are highly encouraged because of their consistency with the sport management faculty’s research interests and the uniqueness of the proposed Ph.D. specialization: management, marketing, decision and information sciences, economics, finance, legal studies, management information system, real estate, and risk management and insurance graduate programs offered by the Terry College of Business; educational leadership and educational psychology graduate programs offered by the College of Education; advertising, public relations, journalism, and mass communication graduate programs
offered by the Grady College of Journalism and Mass Communications; sociology, psychology, history, philosophy, and statistics graduate programs offered by the Franklin College of Arts and Sciences; human development and family science and consumer economics graduate programs in the College of Family and Consumer Sciences; recreation and tourism graduate programs in the Warnell School of Forestry and Natural Resources; various law clusters in the School of Law; public administration and policy, political science, and international affairs in the School of Public and International Affairs. With faculty approval, other appropriate cognitive areas may be chosen.

3. **DEGREE REQUIREMENTS**

<table>
<thead>
<tr>
<th>Area of Study</th>
<th>Credit Hours (minimum)</th>
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<tbody>
<tr>
<td>Sport Management Specialization</td>
<td>18 hours</td>
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<tr>
<td>Research</td>
<td>25 hours</td>
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<tr>
<td>Methodology</td>
<td>9 hours</td>
</tr>
<tr>
<td>Cognate Area</td>
<td>12 hours</td>
</tr>
<tr>
<td>Electives</td>
<td>3 hours</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>67 hours minimum beyond a master's degree</td>
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4. **PROGRAM CORE FACULTY MEMBERS** (in alphabetical order):

Dr. Thomas Baker, Assistant Professor, Department of Kinesiology

- Research areas: sport law, risk management in sport organizations, and sport facility management.

Dr. Jepkorir Rose Cheptator-Thomson, Professor, Department of Kinesiology

- Research areas: sport policy and governance, women in sport organizations, and globalization of sport organizations.
Dr. Becca Leopkey, Assistant Professor, Department of Kinesiology

- Research areas: legacy management of mega sport events, sport event management, sport organization behavior.

Dr. Steve Salaga, Assistant Professor, Department of Kinesiology

- Research areas: sports economics, consumer demand, the industrial organization of markets, labor issues, betting markets and the impact of management on firm performance.

Dr. Yiran Su, Assistant Professor, Department of Kinesiology

- Research areas: digital marketing and sport business, identity-based consumption and the relationships between technology, sports, and wellbeing.

Dr. James J. Zhang, Professor, Department of Kinesiology

- Research areas: sport consumer behavior, sport leadership, and measurement and statistics.

5. ADVISORY COMMITTEE

The doctoral committee must consist of a minimum of three members of the Graduate Faculty, including the student’s major professor, who will serve as chair of the committee.

6. ADMISSION REQUIREMENTS

- A master’s degree in a related discipline from an accredited university/college. For an applicant who is enrolled in a master’s program at the time of application, strong evidence of successful progress toward the completion of the degree program must be demonstrated. A student must have a completed master’s degree before the start of his/her Ph.D. specialization.
- A minimum GPA of 3.0 for undergraduate coursework and a minimum GPA of 3.5 for graduate coursework.
- GRE scores meeting the admission standards set forth by the UGA Graduate School.
- TOEFL scores for an international student application that meet the requirements set forth by the UGA Graduate School.
- Acceptance of the applicant as an advisee by a sport management core faculty member. Normally, an interview (face to face, teleconference, or telephone) will be arranged. In exceptional situations, the interview may be conducted via e-mail or postal mail.
- Completion of the UGA Graduate School application procedures.
7. CURRICULUM

A. Specialization Area (18 hours minimum)

KINS 8500 (3hr)  Studies of Sport Consumer Behavior
KINS 8500 (3hr)  Studies of Diversity and Discrimination in Sport Organizations
KINS 8500 (3hr)  Studies of Risk Management in Sport and Exercise Programs or Sport Organization Behavior
KINS 8500 (3hr)  Studies of Sport Policy and Governance, Legacy Management of Mega Sport Events, or Application of Advanced Statistics in Sport Management

Electives (6hr)  Sport management-related graduate courses (major advisor approval required)

NOTE: These seminar-type courses are offered on a two-year rotation schedule.

B. Research Area (25 hours minimum)

KINS 9300 (15hr)  Doctoral Dissertation KINS 9000 (3hr)  Doctoral Research
Electives (7hr)  Courses related to research application, methodology, statistics, and/or measurement (major advisor approval required)

Suggested Research Application Electives
KINS 6000 (3hr)*  Directed Study in Kinesiology (*required for those who did not complete a master’s thesis)
KINS 7650 (3hr)  Applied Project in Kinesiology
KINS 9630 (3hr)  Directed Reading in Kinesiology

Suggested Quantitative Research Method Electives
KINS 7150 (3hr)  Research Methods in Kinesiology
KINS 6600 (3hr)  Measurement and Surveillance of Physical Activity
KINS 8200 (3hr)  Meta-Analysis in Kinesiology
STAT 6240 (3hr)  Sampling and Survey Methods
STAT 8200 (3hr)  Design of Experiments for Research Workers

Suggested Qualitative Research Electives
QUAL 8400 (3hr)  Qualitative Research Traditions
QUAL 8410 (3hr)  Designing Qualitative Research
QUAL 8420 (3hr)  Analyzing Qualitative Data
QUAL 8515 (3hr)  Qualitative Program Evaluation: Theory and Practice
QUAL 8520 (3hr)  Interviewing in Qualitative Research
QUAL 8525 (3hr)  Narrative Analysis
QUAL 8530 (3hr)  Case Study Research
QUAL 8540 (3hr)  Fieldwork and Participant Observation
QUAL 8575 (3hr)  Mixed Methods Approaches to Research
**Suggested Statistics Electives**
ERSH 8310 (3hr)  Applied Analysis of Variance Methods in Education
ERSH 8320 (3hr)  Applied Correlation and Regression Methods in Education
ERSH 8740 (3hr)  Exploratory Factor Analysis
ERSH 8750 (3hr)  Introduction to Structural Equation Modeling
ERSH 8760 (3hr)  Advanced Structural Equation Modeling
ERSH 8770 (3hr)  Hierarchical Linear Models
MGMT 9610 (3hr)  Introduction to Structural Equation Modeling
STAT 6230 (3hr)  Applied Regression Analysis
STAT 6290 (3hr)  Nonparametric Methods
STAT 6360 (3hr)  Statistical Programming in SAS
STAT 6380 (3hr)  Survival Analysis
STAT 8250 (3hr)  Multivariate Methods
STAT 8620 (3hr)  Advanced Statistical Applications I
STAT 8630 (3hr)  Advanced Statistical Applications II
STAT 8650 (3hr)  Bootstrapping Technique

**Suggested Measurement Electives**
KINS 7160 (3hr)  Advanced Measurement in Kinesiology
KINS 7180 (3hr)  Measuring Psychological Constructs
ERSH 7600 (3hr)  Construction of Educational Measuring Instruments
ERSH 8610 (3hr)  Educational Measurement Theory
ERSH 8620 (3hr)  Item Response Theory
ERSH 8630 (3hr)  Applications of Item Response Theory
PSYC 6150 (3hr)  Psychometrics
PSYC 8930 (3hr)  Advanced Psychological Measurement (IRT)

C. Methodology Area (9 hours minimum)

**Quantitative Research-Orientaion**
ERSH 6300 (3hr)  Applied Statistical Methods in Education
ERSH 8320 (3hr)  Applied Correlation and Regression Methods in Education
ERSH 8350 (3hr)  Multivariate Methods in Education

**Qualitative Research-Orientaion**
ERSH 6300 (3hr)  Applied Statistical Methods in Education

AND  Two courses from the following list (major advisor approval required):
QUAL 8400 (3hr)  Qualitative Research Traditions
QUAL 8410 (3hr)  Designing Qualitative Research
QUAL 8420 (3hr)  Analyzing Qualitative Data
QUAL 8515 (3hr)  Qualitative Program Evaluation: Theory and Practice
QUAL 8520 (3hr)  Interviewing in Qualitative Research
D. Cognate Area (12 hours)

A cognate area shall be approved by the major faculty advisor. Suggested cognate areas may include, but are not limited to the following:

1. Management, marketing, decision and information sciences, economics, finance, legal studies, management information system, real estate, or risk management and insurance graduate programs offered by the Terry College of Business
2. Educational leadership or educational psychology graduate programs offered by the College of Education
3. Advertising, public relations, journalism, or mass communication graduate programs offered by the Grady College of Journalism and Mass Communications
4. Sociology, psychology, history, philosophy, or statistics graduate programs offered by the Franklin College of Arts and Sciences
5. Human development and family science or consumer economics graduate programs in the College of Family and Consumer Sciences
6. Recreation or tourism graduate programs offered in the Warnell School of Forestry and Natural Resources or College of Education
7. Various law clusters in the School of Law
8. Public administration and policy, political science, or international affairs in the School of Public and International Affairs.

E. Electives (3 hours minimum)

One or more elective courses must be approved by the major faculty advisor.

8. EXAMINATIONS

For a Ph.D. student who did not complete a thesis on a topic related to sport management for his/her master’s degree, he/she must complete a Directed Study in Kinesiology (KINS 6000) before proceeding to the doctoral comprehensive examinations. The independent study will be conducted under the close supervision of the student’s major faculty advisor. At the end of the study, a research report will be prepared, which normally includes the following sections: introduction including a review of literature, statement of problem, method (participants/source of data, measurement/protocol, procedures, and data analysis – quantitative or qualitative), results, and discussion. The research report is expected to be publishable in a scholarly
journal, or at least presentable at a major professional conference.

After meeting the related requirements for the Directed Study in Kinesiology, a student may proceed to take the doctoral comprehensive examinations. Comprehensive examinations must be completed before a student can proceed with registering for dissertation hours. A student will be required to choose one of two options to conduct the comprehensive examinations. Permission for either option must be approved by the student’s advisory committee. The advisory committee has the ultimate authority regarding which comprehensive examination option the student will take although the advisory committee should consult with the student in making its decision. If a student fails in part or in whole the comprehensive examinations, a re-examination may be requested by the student and recommended by the advisory committee. At least one semester of additional preparation is required before any re-examination.

**Option 1**

Formal written and oral examinations covering courses in the specialization, research, methodology, and cognate areas. Students are expected to review the Kinesiology Graduate Student Handbook for additional details.

**Option 2**

Conduct two research projects that cover both major and cognate course subjects (nicknamed ‘mini-dissertation’) as a substitute for the written comprehensive exam. Project One is a conceptual paper entailing a comprehensive review of literature and identification/development of a theoretical framework(s). Project Two is an independent investigation that involves an empirical inquiry entailing original data collection, data analyses, and manuscript preparation for submission to a scholarly journal. Both Project One and Project Two must be submitted together to the advisory committee in written format and, if deemed satisfactory, subsequently defended in an oral examination. During the oral examination, the advisory committee may ask questions directly related to the two projects and/or course work that support the topic area of these projects. Similar to those evaluation procedures required for traditional written and oral examinations, the written document(s) and the oral examination are evaluated respectively with ‘pass’ or ‘fail’ criteria set forth by the student’s advisory committee members. One key evaluative component is that the written document reflects only the student’s work – not faculty rewriting. A student who fails the written document or oral examination may be scheduled for re-examination once only. The re-examination should be scheduled only when substantial improvement has been made. The Department of Kinesiology Graduate Coordinator’s office (kins@uga.edu) should be notified at least two weeks in advance of the date, time, and location of the oral comprehensive examination so that the UGA Graduate School can post the required university-wide announcement. When choosing Option 2, a student is required to take at least 3 credit hours of KINS9000.
9. **THE DISSERTATION**

Students pursuing a doctoral degree must present a dissertation on a subject connected with their major field of study. The dissertation must represent originality in research, independent thinking, scholarly ability, and technical mastery of a field of study. Students should consult the [Department of Kinesiology Graduate Student Handbook](https://grad.uga.edu/index.php/current-students/policies-procedures/) and the UGA [Graduate School Bulletin](https://coe.uga.edu/intranet/resources/kins-forms) for complete information and resources.

10. **GRADAUTE SCHOOL POLICIES**

The UGA Graduate School’s Policies governing the execution and operation of graduate program, in particular, doctoral programs are strictly complied and enforced. Useful information can be found in links below:

- [https://grad.uga.edu/index.php/current-students/policies-procedures/](https://grad.uga.edu/index.php/current-students/policies-procedures/)
- [https://coe.uga.edu/intranet/resources/kins-forms](https://coe.uga.edu/intranet/resources/kins-forms)