

2024 Pennsylvania Sports Business Conference

"The Power of Networking: Connecting the World Through Sports"



Friday, April 12th, 2024 Time 8:00 a.m. ~ 3:10 p.m. Location: Hadley Union Building (HUB) Organized by the Department of Kinesiology, Health and Sport Science College of Health and Human Services Indiana University of Pennsylvania

THANK YOU FOR JOINING US!

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Statement from the 2024 Pennsylvania Sports Business Committee:

Welcome to the 2024 Pennsylvania Sports Business Conference, “Creating The Gold Standard”, at Indiana University of Pennsylvania. The conference features superb presentations from various individuals of the sports industry. This year we are proud to say that the conference is expanding.

We look to improve attendance, put more emphasis on student awards, and increase participation for students in the case study! By attending this year, you will be presented with outstanding opportunities to network with professionals and enhance your insight in the sports industry. The field of sport management is continuing to grow which makes every chance to gain knowledge with other professionals that much more valuable. We hope that you enjoy your time here and we appreciate your support in the continuing advancement of this conference. Take a look at our website.

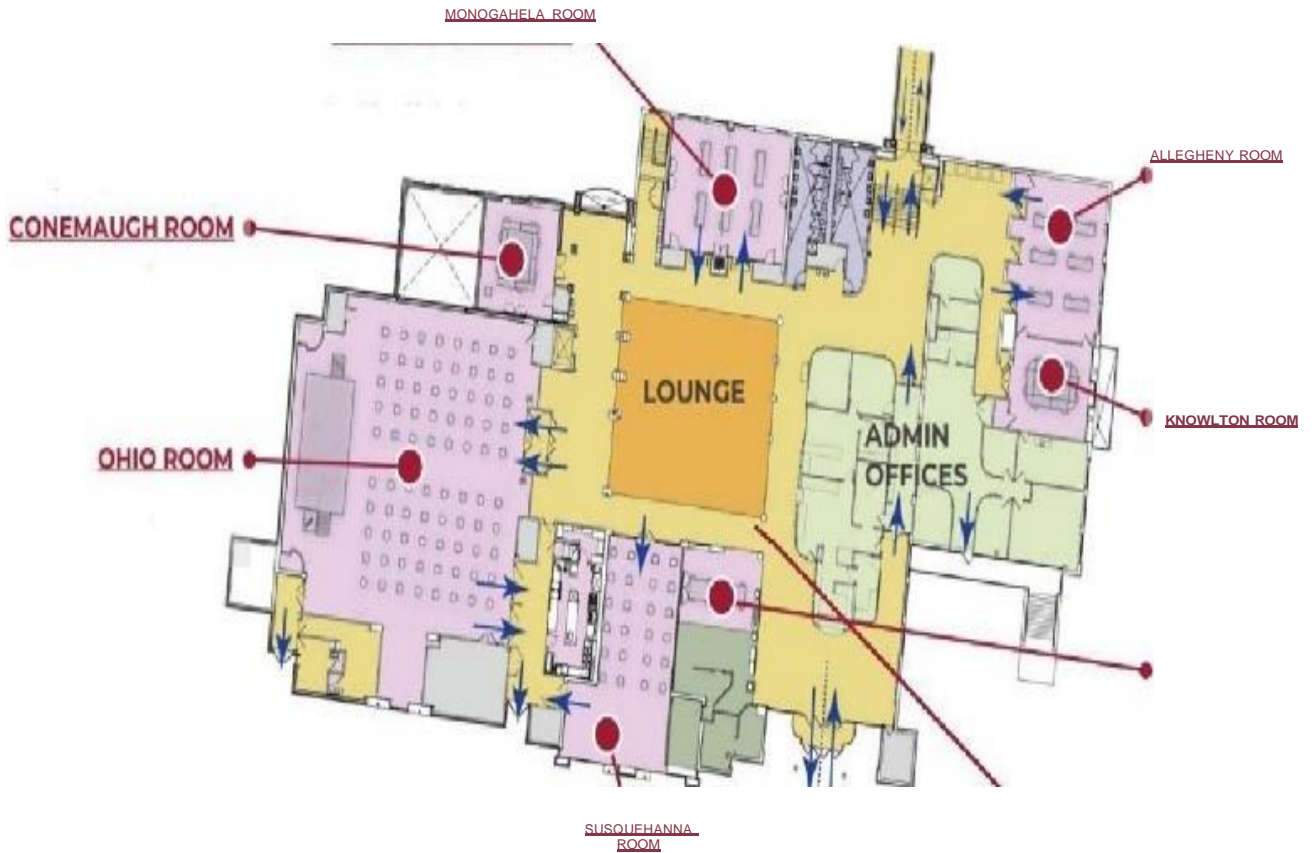
<https://www.iup.edu/kines/events/sbc/index.html>

Thank you.

- The Conference Committee.

Itinerary

8:00 a.m. - 9:30 a.m.	Case Study Final
8:00 a.m. - 9:10 a.m.	Registration
9:15 a.m. - 9:30 a.m.	Opening Remarks
9:30 a.m. - 10:30 a.m.	Main Speaker – Paul Hightower
10:40 a.m. - 11:10 a.m.	Breakout Speaker Session 1: Brandyn Ott, Erika Siegel, Dan Minnicks, Chad Westerburg, and Connor Siskovic
11:20 a.m. – 11:50 a.m.	Breakout Speaker Session 2: Brett Cook, Rob Waller, Derek Partsch, Nathan Holtz, and Zach Henderson
12:00 p.m. - 1:05 p.m.	Luncheon
1:15 p.m. - 1:45 p.m.	Academic Misson Sessions: Dr. Eric A. Brownlee, Jack Lucarelli, Jinhee Yoo, Evan Mcrea, Peyton Manion, Jason Yurek, Myca Torreance, John T. Sieber, Hayley Burke, Kaisei Uchimura, Naoyuki Yamashiro, Nishant Dhungana
1:55 p.m. - 2:25 p.m.	Breakout Speaker Session 3: Michael Kosnosky, Whitney Crull, Jordan Albright, Phoebe Bowers, and Kaan Akbay
2:35 p.m.- 3:05 p.m.	Breakout Speaker Session 4: Steve McCune, Christina Nellis, Jeremy Almazan, and Matt Reinsel
3:10 p.m.	Closing Remarks



Breakout Speaker Sessions Schedule and Room Arrangement

Time	Susquehanna	Monongahela	Allegheny	Knowlton	Conemaugh
10:40 a.m.	Brandyn Ott	Erika Siegel	Dan Minnicks	Chad Westerburg	Connor Siskovic
11:20 a.m.	Brett Cook	Rob Waller	Derek Partsch	Nathan Holtz	Zach Henderson
1:15 p.m. (Academic Missions)	Evan McCrea, Peyton Manion, Jason Yurek, Hayley Burke, Kaisei Uchimura, Naoyuki Yamashiro, and Nishant Dhungana	Eric A. Brownlee, Jack Lucarelli, and Jinhee Yoo	Myca Torrance, and John Sieber		
1:55 p.m.	Michael Kosnosky	Whitney Crull	Jordan Albright	Phoebe Bowers	Kaan Akbay
2:35 p.m.	Christina Nellis	Steve McCune	Matt Reinsel	Jeremy Almazan	

*Main Speaker**Ohio Room, 9:30 a.m. – 10:30 a.m.*

Paul Hightower

Paul Hightower started the Athletic academic advising program at Radford as a GA and stayed one extra year, where he also served as an Asst. Director of the Athletic facilities at the same time. After his time at Radford, he moved on to St. Joseph's University in Philadelphia and started their Academic advising program from scratch as the Director of Athletic Academic Services. He then moved on to Duquesne University as an Assistant AD. He was in charge of all of the business, as well as travel and game operations. After 20 years and staff expansion I moved to the Asst AD for Facilities, Operations and Home Events.



*Breakout Session Speakers**Mini Session 1, 10:40 a.m. – 11:10 a.m.*

Erika Siegel: [Manager of Guest Experiences at Acrisure Stadium](#)

Erika currently works as the manager of guest experience with the Pittsburgh Steelers and Acrisure Stadium. Prior to this role, she spent five seasons with the Buffalo Bills, having worked in customer service and guest services. As manager of guest experience, Erika oversees all game-day guest services team members, manages the daily stadium tour operations, and leads a stadium operations intern development program.

She was a Division I athlete at Niagara University, where she earned a bachelor's degree in sport management and an MBA in strategic management. She serves on the Young Professionals Committee for the International Association of Venue Managers. Prior to her time with the Buffalo Bills, Erika worked in various capacities with Syracuse University, the Syracuse Crunch (AHL), and the Buffalo Niagara Sports Commission.



Dan Minnicks: [Owner, Apex Performance Integration Head Sports Performance and Fitness Coach](#)

Dan Minnicks is the owner and head fitness and sports performance coach at Apex Performance Integration in Pittsburgh, Pennsylvania. He is passionate about helping those who settle for nothing but the best for themselves. Throughout his career, he has worked with athletes from the youth level to the pro level, including Major League Baseball and the National Hockey League, as well as adult national figure skaters. In addition to working with a wide range of adult clientele, Dan is also honored and proud to coach and be a consultant to members of the United States Military and Law Enforcement. He also is a mentor to coaches and practitioners across the globe.



Connor Siskovic: [Director of Ticket Sales for the Pittsburgh Penguins](#)

Connor Siskovic is the director of ticket sales for the Pittsburgh Penguins. He joined the Penguins in February 2023 and is responsible for overseeing the New Business, Groups, and Inside Sales teams. Prior to joining the Penguins, Connor worked as the general manager of ticket sales and service for Vanderbilt University through Learfield Amplify. He also spent four years at Syracuse University in

their Ticket Sales Department, where he earned his MBA.



Brandyn Ott: [Associate Director, Wellness and Recreation at University of Pittsburgh](#)

A driven professional deeply rooted in higher education and wellness programming. Armed with a Bachelor of Science in Health and Human Services and a Master of Science in Sport Science from Indiana University of Pennsylvania, my expertise lies in exercise science, physical education, and sports management. Currently, Brandon serves as the Interim Associate Director of Wellness and Recreation Programs at the University of Pittsburgh, where I spearhead strategic planning, program development, and project management initiatives for our cutting-edge recreation and wellness facilities. With a fervent commitment to inclusivity and impactful wellness initiatives, he is passionate about enriching the collegiate experience through comprehensive fitness programs and collaborative campus endeavors.



Chad Westerburg: [Vice President of Business Operations at Erie Otters Hockey Club](#)

Chad Westerburg is currently the Vice President of Business Operations for the Erie Otters. In his current role, he oversees the day-to-day business operations with a primary focus on ticket sales, sponsorship and marketing. Prior to the Otters, Chad has experience in various sales and marketing roles with teams such as the Lehigh Valley Phantoms, University of Pittsburgh Athletic Department, Reading Royals and San Diego Gulls.

Chad graduated IUP in 2013 with a bachelor's degree in sport administration and minor in business. After graduation, he decided to return to IUP to earn his master's in Sport Administration and was the graduate assistant for the annual IUP Sports Business Conference.



Mini Session 2, 11:20 a.m. – 11:50 a.m.

Derek Partsch: [Director of Business Operations for the Johnstown Tomahawks](#)

Derek Partsch is in his fifth season as director of business operations and eighth overall for the Johnstown Tomahawks of the NAHL. He oversees the day-to-day business operations with a majority focus on sponsorship and ticket sales. He also hires and manages all front office staff and interns. Derek also oversees the operations of the Johnstown Tomahawks Foundation, the team's charitable component. Prior to joining the Tomahawks, Derek worked for the Pittsburgh Pirates community relations department during the 2011 and 2012 MLB seasons. In addition to his full-time role, Derek also owns his own custom apparel and promotional product business. "Be a good person" projects are also important to Derek. He cofounded his nonprofit organization, Second Chance Fundraising, in spring 2016 after his best friend received a life-saving heart transplant. To date, the organization has raised and donated over \$250,000 to organ donation awareness initiatives in western Pennsylvania. In his very limited spare time, Derek is a volunteer women's softball coach at Mount Aloysius College in Cresson, Pennsylvania.



Rob Waller: [Sales Director - Advantage Sport & Fitness](#)

Robbie is originally from Southwestern Pennsylvania. Since joining Advantage in 2013, he has been covering his home territory in Western Pennsylvania as well as West Virginia. He truly appreciates every person he has the good fortune of meeting through this job and he loves that he is able to build lasting relationships in that way.

Robbie spent the last 10 years prior to joining ASF in the college coaching ranks, where he was an assistant coach at the University of Missouri, head assistant coach at his alma mater, and head coach at Lock Haven University. Robbie earned his master's degree from the University of Missouri and his bachelor's from the University of Oklahoma. He was named two-time All-American and 2003 NCAA Division I National wrestling champion for the University of Oklahoma.

Outside of work, Robbie stays active by spending time with his son and his wife, Clare. He is an avid fisherman and loves to spend time with his family by getting his son involved as well.



Nathan Holtz: [Assistant Director of Facilities and Operations at Penn State University](#)

Nathan Holtz is a Pennsylvania native and currently serves as the assistant director for facilities and operations for campus recreation at Penn State University. He received his bachelor's degree in sport administration and his master's degree in sports management, both from Indiana University of Pennsylvania.

Prior to working for Penn State Campus Recreation, Nathan spent a little over three years working for university recreation at the University of Alabama as a coordinator for facility operations.

During this time, he helped oversee operations of their Student Recreation Center, Robert E. Witt Student Activity Center, and the Parker-Haun Tennis Complex. Before starting his career in campus recreation, Nathan worked in various part-time jobs and internships in athletics while completing his bachelor's and master's degrees.



Zach Henderson: [Director, Group Sales at Comcast Spectacor](#)

Zach Henderson, an IUP alumnus ('13), has moved around the sports industry. Currently working for the Indianapolis Colts as the director of ticket sales and service, Henderson has moved his way up the ladder with different positions in the sports industry. He started as IUP's Sports Business Conference marketing intern (April 2010–May 2012). After graduating from IUP, Henderson started working for the Pittsburgh Pirates, where he held two positions for four years (June 2013–August 2017). Henderson moved on to working with the Washington Nationals as the manager of inside sales, then worked as the director of ticket sales. Henderson was with the Nationals for almost five years, which allowed him to be a part of the World Series win in 2018.



Brett Cook: [Vice President/General Manager at Seven Springs, Hidden Valley, and Laurel Mountain](#)

Brett has over 14 years of experience in the ski and hospitality industry, currently serving as Vice President & General Manager of Seven Springs, Hidden Valley, and Laurel Mountain resorts. He oversees all resort functions, including ski/snowboard operations, lodging, and summer/winter activities. Brett successfully led the Seven Springs resorts through their integration into Vail Resorts in 2022, as well the integration of Roundtop Mountain Resort in 2019.

Prior to his current role, he was the General Manager at Roundtop Mountain Resort in Lewisberry, PA, General Manager at Whitetail Resort in Mercersburg, PA, and Director of Operations at Liberty Mountain Resort in Fairfield, PA. He has experience in almost every aspect of ski resort operations including lift operations/maintenance, snowmaking, ski and ride school, food and beverage, lodging, conference/event services, and golf operations.

Brett attended Kutztown University, earning his BSBA in 2005. He was a pole vaulter on the track and field team, served as Vice President on the Student Government Board, and was an active member of the Student Activities Committee.



Academic Mission Sessions, 1:15 p.m. – 1:45 p.m.

Susquehanna Room (Poster Presentations Q&A): Evan McCrea (Slippery Rock University), Peyton Manion (Slippery Rock University), and Jason Yurek (Slippery Rock University) Hayley Burke (Indiana University of Pennsylvania), Kasei Uchimura (Indiana University of Pennsylvania), Naoyuki Yamashiro (Indiana University of Pennsylvania), and Nishant Dhungana (Indiana University of Pennsylvania)

Monongahela Room: Eric A. Brownlee (Gannon University), Jack Lucarelli (Briarcliff High School), and Jinhee Yoo (Gannon University)

Allegheny Room: Myca Torrance (Indiana University of Pennsylvania), and John T. Sieber (Indiana University of Pennsylvania)

Mini Session 3, 1:55 p.m. – 2:25 p.m.

Jordan Albright: [Assistant Athletic Director/Ticket Sales at Naval Academy](#)

Jordan Albright serves as an assistant athletic director for ticket sales and advertising. Prior to Navy, Albright worked for IMG Learfield Ticket Solutions at Penn State, where he set both the all-time new revenue record and season ticket record in one season. He has also worked for the Houston Astros in ticket sales. Albright graduated from Indiana University of Pennsylvania in 2012 with a bachelor's degree in sports administration. The Shippensburg, PA, native currently resides in Annapolis with his wife Abby, daughter Tatum, and son Keller.



Michael Kosnosky: [Director of Athletic Facilities and Operations at Saint Francis University](#)

Mike Kosnosky is in his third year as Director of Athletic Facilities at Saint Francis University where he is responsible for all Day-to-day operations of athletic facilities and game management strategies. Mike earned his Bachelor of Science degree in Sport Administration from Indiana University of Pennsylvania in 2015 and Master of Educational Leadership in 2020. Prior to his time at SFU, Mike has traveled the country as a member of USA Football's Equipment and Operations team, where he assisted in managing equipment and games at AT&T Stadium in Arlington, Tom Benson Hall of Fame Stadium in Canton, and Disney's Wide World of Sports Complex in Orlando. Mike also spent time as an Athletic Facility Specialist at Youngstown State, where he served as game manager and facility representative of Women's Soccer, Women's Volleyball, and all Ursuline High School Football games at Stambaugh Stadium.

A Western PA native, Mike earned his Bachelor of Science degree in Sport Administration from Indiana University of Pennsylvania in 2015 and Master of Educational Leadership from Saint Francis University in 2020



Phoebe Bowers: [Assistant General Manager at Johnstown Millrats](#)

Phoebe Bowers is a Pittsburgh native and a recent graduate from Robert Morris University. Her work within the sports industry began as an intern for the Johnstown Mill Rats in 2022; since then, she has committed herself to the team and was recently promoted to assistant general manager. As one of the youngest assistant general managers in the sports industry, Phoebe takes pride in the efforts she's made, not only within the Johnstown Mill Rats' organization but the industry as a whole.



Kaan Akbay: [Fan Service Representative for Philadelphia Union](#)

Kaan is a 2021 graduate of Indiana University of Pennsylvania where he studied Physical Education/Sports Administration. He has worked within the Indiana, PA community even beyond his graduation as a high school lacrosse assistant coach. He currently holds a position with the Philadelphia Union professional soccer team, and resides in Philadelphia.



Whitney Crull: [Director of the Bowers Center for Sports, Fitness, and Well-Being at Elizabethtown College](#)

Whitney Crull is a double alumna from IUP graduating with her BS in sports management in 2010 followed by her MS in sports studies in 2012. While pursuing her master's degree, she managed the James G Mill Fitness Center, which opened multiple doors for her such as internships and positions with Gannon Athletics and the Altoona Curve. Upon graduation, she worked in North Carolina as the assistant director of campus recreation at the University of Mount Olive, where she managed everything from the fitness center to intramural sports, off-campus trips, and group fitness classes. That led her to take a position in the Campus Recreation Department at the University of Pittsburgh where she started as the competitive and recreational sports coordinator, organizing over 80 club sports teams and overseeing the construction of the Pitt Sports Dome. She quickly advanced to assistant director of campus fitness and managed all 16 fitness facilities. Whitney joined Elizabethtown College in January 2019, where she currently works as the first-ever director of the Bowers Center for Sports, Fitness, and Well-Being, a brand-new 82,000-square-foot wellness facility. She currently resides in Lancaster, PA, with her husband and two daughters.



Mini Session 4, 2:35 p.m. – 3:05 p.m.

Christina Nellis: [Human Resources Specialist at Pittsburgh Pirates](#)

Christina has been with the Pittsburgh Pirates for 13 seasons. She started her career in 2010 when she obtained a guest relations internship. In 2011, she was a customer service representative. Christina moved into her first full-time role with the Pirates in 2012 as the cleaning operations coordinator. In 2016, she transitioned to the human resources team as a human resources specialist. She was promoted to her current role of HR generalist in 2019.

Christina graduated from IUP in 2010 with a bachelor's degree in sport administration. She is currently obtaining her master's degree from Saint Francis University in human resource management.



Jeremy Almazan: [Off-ice Official/Arena Technician](#)

Jeremy resides in Pittsburgh, PA. While serving his country in the Air Force, Jeremy got his first job in sports selling tickets for the Abilene Aviators of the Western Professional Hockey League. Upon retiring from the military, Jeremy started with instant replay in both the National Hockey League and Major League Baseball. In December, he also earned his degree in business administration from Penn State.



Matt Reinsel: [Assistant Director of Compliance at University of Pittsburgh](#)

Matt Reinsel joined The University of Pittsburgh athletic department in January of 2023 as an Assistant Director of Compliance, serving the compliance office as the main contact for all eligibility responsibilities and secondary contact for Financial Aid, this includes all incoming freshmen, transfers, and graduate students, as well as all continuing University of Pittsburgh student-athletes which covers 19 athletic teams and 510 student-athletes.

Prior to Pitt, Reinsel worked at Stony Brook University, Grand Canyon University, and Saint Peter's University. In his prior experiences, Reinsel accumulated a vast amount of knowledge across all NCAA Bylaws which led him to Pitt and his current position. While at Stony Brook, he was the main point of contact and managed all day-to-day operations for the Office of Athletics Compliance that consisted of 19 Division 1 sports and 520 student-athletes while supervising multiple interns and a Graduate Assistant on staff. Reinsel was able to successfully retool and rebuild the entire Office of Athletics Compliance while at Stony Brook to reestablish a vast rules educational program to capture all internal and external constituents; revamped all eligibility processes to improve consistency and timing of communication; implemented various monitoring procedures under the recruiting and playing/practice season bylaws; and finally implemented a department-wide

partnership with Teamworks, INFLCR, and ARMS Software to become fully operational. While at Grand Canyon, Reinsel managed all processes for Bylaws 11, 13, and 17, and the Internal and External Rules Educational programming among many other duties as assigned. While at Saint Peter's, Reinsel was tasked with oversight of all bylaws to help efficiency in the compliance office.

A 2014 graduate of Indiana University of Pennsylvania (IUP), and a 2016 graduate of St John's University (NY)- the Fighting Rick Pitino's, Reinsel has earned both his Bachelor's and Master's degrees in Sports Administration with Minors in Business and International Marketing.

An Oil City, Pennsylvania native, Reinsel resides in Wexford with his wife Emily, their dog Frank, and their soon-to-be-born baby (Due June 2024).



Steve McCune: [Assistant Director of Risk Management and Facilities at University of Pittsburgh](#)

Steven McCune (he/him) is a seasoned professional with a B.A. in Communication from the University of Pittsburgh and a M.S. in Sport Studies from IUP. He currently serves as Assistant Director, Facilities and Risk Management for the University of Pittsburgh's Campus Recreation department in the division of Student Affairs. Steven has worked at Boston College, Duke University and the YMCA of Central Florida's aquatics programs.

With a focus on sport risk management, wisdom-based leadership and effective communication strategies, Steven brings a wealth of expertise to the table. Having navigated diverse challenges in the sport industry, he is passionate about integrating these wisdom-based leadership principles into risk management practices. His theories foster resilience in staff retention while maintaining a successful record in safety. By committing to creating space and time for open dialogue and collaboration, Steven is dedicated to advancing the field of risk management through innovative solutions and strategic communication approaches.



Internship Luncheon Participants: *Erika Siegel - Manager of Guest Experiences at Acrisure Stadium, Jeremy Almazan – Off-ice Official/Arena Technician, Connor Siskovic – Director of Ticket Sales for the Pittsburgh Penguins, Brandyn Ott – Associate Director, Wellness and Recreation at University of Pittsburgh, Chad Westerburg – Vice President of Business Operations at Erie Otters Hockey Club, Derek Partsch – Director of Business Operations for the Johnstown Tomahawks, Nathan Holtz – Assistant Director of Facilities and Operations at Penn State, University Zach Henderson – Director, Group Sales at Comcast Spectacor, Brett Cook – Vice President/General Manager at Seven Springs, Hidden Valley, and Laurel Mountain, Matt Reinsel – Assistant Director of Compliance at University of Pittsburgh, Jordan Albright – Assistant Athletic Director at Naval Academy, Michael Kosnosky - Director of Athletic Facilities and Operations at Saint Francis University, Phoebe Bowers – Assistant General Manager at Johnstown Millrats, Kaan Akbay – Fan Service Representative at Philadelphia Union, Whitney Crull – Director of the Bowers Center for Sports, Fitness, and Well-Being at Elizabethtown College, Christina Nellis – Human Resources Specialist at Pittsburgh Pirates, Dan Minnicks – Owner, Apex Performance Integration Head Sports Performance and Fitness Coach, Rob Waller – Advantage Sport & Fitness Sales Director, Steve McCune – Assistant Director of Risk Management and Facilities at University of Pittsburgh*

Thank you to the Conference Committee!

Joshua Castle, PhD Conference Co-Director, Professor

Department of Kinesiology, Health, and Sport Science, IUP



Richard Hsiao, PhD, MBA, MS Conference Co-Director, Professor, Graduate Coordinator

Department of Kinesiology, Health, and Sport Science, IUP



Adam Katchmarchi, PhD Conference Co-Director, Assistant Professor

Department of Kinesiology, Health, and Sport Science, IUP



Aidan Sadoski Conference Coordinator

Department of Kinesiology, Health, and Sport Science, IUP



Parente, D.Ed Planning Committee Member, Assistant Professor Sports Business, Mercyhurst University



Yongjae Kim, PhD Planning Committee Member, Associate Professor Department of Sport Management and Leadership Studies, Kutztown University



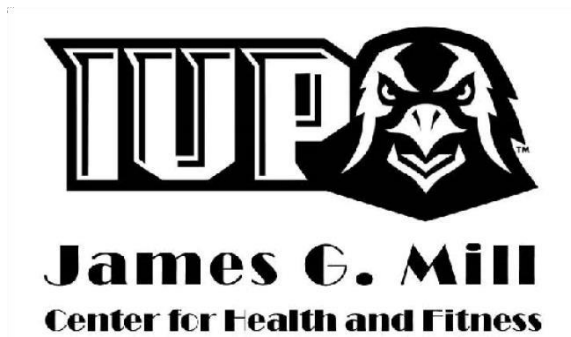
Dr. Robert Zullo, PhD Planning Committee Member, Associate Professor Business and Sport Management, Slippery Rock University



Soojin Kim, PhD Planning Committee Member, Professor Department of Sport Management and Leadership Studies, Kutztown University



A special thank you to all our 2024 sponsors!



Graduate Dual Enrollment



Stand Out from the Crowd

You know a master's degree will enhance your résumé. A second one will put a spotlight on your skills and experience.

At IUP, you can get two master's degrees at the same time, through our graduate dual-enrollment program. By taking classes in complementary programs you can earn credits toward two degrees and graduate with both at the same time, saving you time and money. It's a win-win for you—and for your career.

How Do I apply?

Submit a separate application for each program you want to join.

On both applications, at the bottom of the Additional Information section, check "yes" when asked if you wish to obtain a dual graduate degree.

Submit the necessary supplemental items. You need to submit only one transcript for both of your applications. If equally applicable, you may also use your letters of recommendation for both programs. Two separate goal statements are encouraged.

For more information on graduate dual enrollment visit IUP.edu/GradDual

Master of Business Administration + Master of Science in Sport Management (51 credits)

Choose your initial degree program.

Master of Business Administration (30cr)

If you are interested in the business side of sports, give yourself the competitive edge of degrees in both areas. If this is your focus area, you'll take the classes listed below and the 18 credits (highlighted in yellow) of Sport Management classes plus three credits of any other course listed (MBA or Sports Management) for a total of 51 credits.

ACCT 607
Management Accounting

QBUS 601
Data Analysis and Decision Making

Choose One
ECON 634
Managerial Microeconomic Applications
or
FIN 630
Financial Management

IFMG 640
Management Information Systems

Choose One
MGMT 613
Organizational Analysis
or
MGMT 637
Operations Management

MGMT/MKTG 650
International Business (elective)

MKTG 603
Marketing Management

MGMT 695
Business Policy

Master of Science in Sport Management (36cr)

If you want to pursue a career in athletics with a focus on front-office sports management, this combination of degrees will make you uniquely qualified for specialization in both fields. If this is your primary degree, you'll take the classes listed below and the 15 credits (highlighted in pink) of MBA classes for a total of 51 credits.

KHSS 602
Sport Psychology

KHSS 634
Current Literature in Health, Fitness, and Sport

KHSS 640
Research Methods for Health, Sport,
and Physical Activities

KHSS 601
Sport and Society

KHSS 635
Sports Leadership

KHSS 637
Sport Facilities Management

KHSS 652
Globalization of Sports Business

KHSS 660
Governance of Intercollegiate Athletics

ELR 631
Human Resource Management

KHSS 795
Thesis (6)

KHSS 698
Internship (3)
or
Electives (3-6)

By participating in dual enrollment, you save time and money. For the Master of Business Administration+ Master of Science in Sport Management (51 credits) program, this is an estimated savings of 15 credits or roughly \$8,000.



**INDIANA UNIVERSITY OF PENNSYLVANIA
MS IN SPORT SCIENCE**

**STEP UP TO THE PLATE
AND TAKE CHARGE!**

IUP.EDU/KINES/GRAD



DEPARTMENT OF KINESIOLOGY, HEALTH, AND SPORT SCIENCE

MISSION STATEMENT

The Department of Kinesiology, Health, and Sport Science is a diverse and interdisciplinary department that offers multiple nationally accredited programs of study, including a Master of Science in Sport Management and Sport Studies, designed to:

- provide educational experiences that encourage lifetime health, fitness, and physical activity,
- prepare students for careers in sport management,
- foster service learning opportunities and partnerships within the university and with the local community,
- seek and develop ongoing funding, research, and scholarship opportunities to enhance academic programming and advance the knowledge base of the professional discipline.

CURRICULUM

CORE COURSES FOR BOTH TRACKS: 9 CREDITS

KHSS 634 Current Lit in Health, Fitness, and Sport (3 cr.)

Focus on knowledge and demonstrations of skills required for development of a master's thesis proposal. Emphasis is on research design and the statistics appropriate to analyze various types of research. Students will be involved in the identification, interpretation, and analysis of peer-reviewed research specific to the discipline of health, physical activity, and sport. (Prerequisite for KHSS 640)

KHSS 602 Sport Psychology (3 cr.)

Study of the psychological effects and implications of a human's participation in sport and physical activity. Emphasis on personality and motivational dynamics as they relate to sport involvement in human behavior.

KHSS 640 Research Methods for Health, Sport, and Physical Activity (3 cr.)

Provides a foundation for the research process in fields related to health and human performance. Types of research, writing a research report, and evaluation of commonly used techniques for data analysis are explored. Computer statistical programs and library resources are used to facilitate the student's development in reading and conducting research. (Prerequisite: KHSS 634)

SPORT MANAGEMENT

Thesis Track

REQUIRED COURSES: 21 CREDITS

KHSS 635 Sport Leadership (3 cr.)

Theory and practice of human management with applications to sport; formal structure of organizations, goal setting, organizational personality, group processes, and leadership styles.

KHSS 637 Sport Facilities Management (3 cr.)

An administrative and management course designed to prepare sport managers to develop and operate competitive, recreational, instructional, therapeutic, and multifaceted sports complexes.

KHSS 660 Governance of Intercollegiate Athletics (3 cr.)

Designed to be a study of issues evident in the governance of intercollegiate sport. The course will focus on evaluation of policies established, ramifications for violation of rules, and the procedures utilized by the NCAA to govern intercollegiate athletics.

KHSS 601 Sport and Society (3 cr.)

Designed to acquaint the student with the reciprocal relationship between sport and physical activity as it affects a human's development in the societies and cultures out of which sport emerges.

KHSS 652 Globalization of Sport Business (3 cr.)

Focus will be on the application of knowledge in marketing, finance, sales, sponsorships, promotions, media, and public relations to the sports industry. Strategies specific to sports will be emphasized.

ELR 631 Human Resource Management (3 cr.)

This course will provide students with an in-depth analysis of human resource management with a special examination of public sector organizations.

KHSS 795 Thesis (6 cr.)

Core Courses: 9 Credits

Required Courses: 21 Credits

Elective Courses: 3 Credits

Total 36 Credits

Non-thesis Track

All the same core and required classes as the thesis track except that KHSS 795 Thesis is replaced with KHSS 698. Internship (3 cr.) offered in the spring, summer, and fall semesters.

KHSS 698 Internship (3 cr.)

Prospectus must be presented by student. Objective is to provide an in-depth

experience in an area of interest to the

student under the guidance of a faculty member and a cooperating supervisor.

Core Courses: 9 Credits

Required Courses: 18 Credits

Elective Courses: 9 Credits

For a list of electives please visit:

IUP.edu/SportManagementMS

Total 36 Credits

SPORT STUDIES

Thesis Track

REQUIRED COURSES: 9 CREDITS

KHSS 601 Sport and Society (3 cr.)

Designed to acquaint the student with the reciprocal relationship between sport and physical activity as it affects a human's development in the societies and cultures out of which sport emerges.

KHSS 603 Physiological Basis of Sport (3 cr.)

An examination of the physiological factors that influence performance in sport with emphasis on the analysis of various training techniques.

KHSS 795 Thesis (6 cr.)

Elective Courses: 21 Credits

A list of electives is available at:

IUP.edu/SportManagementMS

Total 36 Credits

Non-thesis Track

All the same core classes as the thesis track in addition to a total of 18 credits in elective courses of the student's choosing. Twelve of these credits must be KHSS graduate-level courses. The link referenced above provides a full list of electives.

Core Courses: 9 Credits

Required Courses: 6 Credits

Elective Courses: 21 Credits

Total 36 Credits

CAMPUS LIFE

OAK GROVE

Symbolic of IUP history and tradition, the Oak Grove has long been at the heart of the campus. Alumni remember the Oak Grove more than any other place on campus; for new students, this is where the memories begin.

EVENTS AND ACTIVITIES

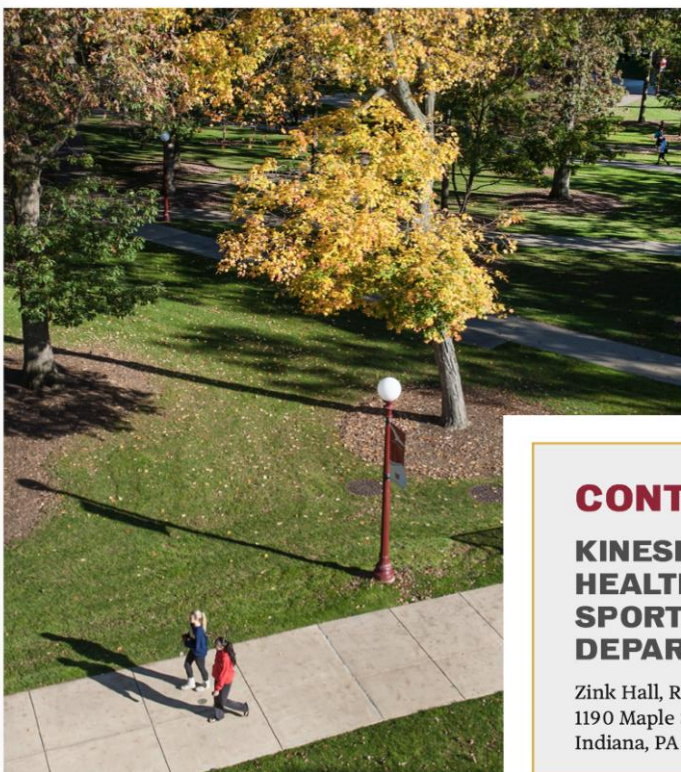
Mark your calendar for Homecoming, IUP Day, and Lively Arts productions involving music, theater, dance, and more. With a variety of concerts—from the Lively Arts to The Entertainment Network and appearances at the Kovalchick Convention and Athletic Complex, from IUP student and faculty music ensembles to internationally touring professionals—you're sure to find something to your liking.

IUP ATHLETICS, INTRAMURALS, AND CLUB SPORTS

In addition to IUP football, basketball, volleyball, and other varsity sports offered through IUP Athletics, intramural and club sports are popular for students with a variety of athletic tastes. Rugby, men's soccer, and hockey are among the offerings.

IUP LIBRARIES

The mission of the IUP Libraries is to provide an advanced, current, and relevant collection to support the academics and research performed by members of the IUP faculty and students. The libraries strive to incorporate the latest in information technology and library best practices to provide superb support to the entire IUP community.



APPLICATION PROCESS AND ADMISSIONS

Applications must be submitted to Graduate Admissions at IUP. Applications must be submitted with the following items before they can be forwarded to the Department of Kinesiology, Health, and Sport Science:

- Application form (paper or online at IUP.edu/admissions/graduate)
- Nonrefundable application fee (\$50)
- Two letters of recommendation
- Goal statement
- Official transcripts from all colleges and universities attended

Applications are reviewed throughout the year, and admission decisions are made daily.

To be admitted to the MS in Sport Science program at IUP, applicants must meet the following criteria:

- Have earned a bachelor's degree from a regionally accredited college or university
- Have a minimum undergraduate GPA of 2.4 if the bachelor's degree was earned more than five years ago or a GPA of 2.6 if it was earned five or fewer years ago

Applicants who do not meet the undergraduate GPA criteria must submit a Miller Analogies Test (MAT) score of at least 395.

For international students: No GRE is required for the program; the minimum required TOEFL score is 76 (Internet-based).

Conditional admission is available for international students who do not meet language testing requirements.

For more information on international graduate admission, visit IUP.edu/admissions/international/requirements/graduate.

CONTACT US

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MS IN SPORT MANAGEMENT AND SPORT STUDIES

IUP Sport Science graduate studies provide advanced preparation for those with a desire to work in the world of sports. The Master of Science in Sport Science prepares you for numerous opportunities you can pursue in the sports profession.

The Sport Management track prepares you to use a variety of skills to function in a management capacity within the sport industry.

An MS in sport studies allows you to use your academic knowledge in sports. It trains you to design a curriculum that combines courses from multiple departments to create an academic emphasis. Students interested in coaching and engaging in the sport psychology field would greatly benefit from this track.

WHY GET AN MS IN SPORT SCIENCE AT IUP?

- The program allows you to choose from different tracks of Sport Science, a unique aspect that is rarely offered elsewhere.
- A number of assistantship opportunities become available every year.
- The program offers a six-credit internship course that gives students more opportunities for hands-on experience in their field.
- Students gain experience in their field of choice outside the classroom with Indiana area professionals.
- Students graduating from IUP with this degree have opportunities to work for professional teams in the western Pennsylvania area, including the Pittsburgh Steelers, Pirates, and Penguins.

FUTURE CAREER

Students who graduate with an MS in sport science qualify for such jobs as:

- Sports information director
- Marketing director
- Athletic director
- Sport facility manager
- Event coordinator
- Sporting goods retailer
- Ticket manager
- Sports writer
- Fitness facility manager



**KOVALCHICK
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AND ATHLETIC
COMPLEX,
INDIANA,
PENNSYLVANIA**

