

UNION COLLEGE

ONLINE & HYBRID PROGRAMS

Administration & Business Programs

- Master of Business Administration
- Master of Science in Management **STEM***
- Master of Athletic Administration
- Master of Healthcare Administration **STEM***
- Master of Information Systems Management **STEM***
- Master of Digital Marketing & Communications Management
- Master of Managerial Accounting
- Master of Human Resource Management

FOR MORE INFORMATION:

Division of Online & Grad Studies

☎ 606.546.1620

✉ gradonline@unionky.edu

ONLINE & GRAD STUDIES MASTER OF ATHLETIC ADMINISTRATION

For more than 140 years, Union College has inspired people to think ahead and think big. While we are not a community college, we are a college for the community. If you are thinking big about your future, we want to introduce you to our Division of Online and Graduate Studies.

ONLINE PROGRAM INCLUDES

- AFFORDABLE TUITION - \$370 PER CREDIT HOUR (\$550 GRADUATE INTERNATIONAL)
- 100% ONLINE PROGRAM
- CONVENIENT 8 WEEK SCHEDULES
- USER-FRIENDLY PLATFORM WITH 24/7 SUPPORT
- FINANCIAL AID AVAILABLE
- STATE & REGIONALLY ACCREDITED PROGRAMS
- APPROVED FOR VETERANS & ACTIVE DUTY MILITARY

PROGRAM REQUIREMENTS

- MUST HAVE A BACHELORS DEGREE FROM A REGIONALLY ACCREDITED ACADEMIC INSTITUTION
- SUCCESSFUL COMPLETION OF REQUIRED PROGRAM COURSES, 30 TOTAL CREDIT HOURS (WE WILL ACCEPT UP TO 6 TRANSFER CREDITS UPON APPROVAL)
- MINIMUM 2.5 GPA TO APPLY - 3.0 GPA TO GRADUATE
- MUST APPLY FOR GRADUATION THE SEMESTER PRIOR TO COMPLETING PROGRAM

DESIGNED FOR YOUR LIFE

WWW.UNIONKY.EDU/ONLINE



ONLINE MSAA PROGRAM - 30 CREDIT HOURS

BUAD 500

MANAGERIAL AND LEADERSHIP ANALYSIS

This course gives attention to the knowledge and skills needed to grow and sustain performance in an organization, whether a full company, a department, a division, or other strategic business unit within an existing organization by getting the right things done through teams of people. It addresses the common management functions of planning, organizing, leading, and controlling.

BUAD 505

MANAGEMENT INFORMATION SYSTEMS

This course will investigate issues relevant to effectively managing Information Technology (IT). The functions of and information systems organization will provide the basis for exploring challenges facing Management Information Systems (MIS) managers and e-Business. Management of the fast and ever-changing information systems (IS) environment will be a recurring theme.

BUAD 515

MARKETING FOR RESULTS

The use of organizational mission to develop a marketing approach to reach potential constituencies with image, product and service that will cause those constituencies to utilize the organization to meet their perceived needs in a manner that is profitable to the organization.

BUAD 600

ORGANIZATIONAL BEHAVIOR AND TEAMWORK

This course responds to the increasing need for cooperative skills in concurrent design and engineering projects, interdepartmental committees, quality circles, self-managed work teams, and relationship selling. Self-awareness is the foundation of group dynamics. Areas to be covered include: individual differences; personality; emotional intelligence; learning; ethics; decision making; motivation. Group dynamics is understood to be a pillar of organizational success. Areas covered include: communication; group dynamics; leadership; trust; power; change. Both experiential and theoretical approaches are used to deepen understanding.

BUAD 610

LEADERSHIP AND HUMAN BEHAVIOR

Apply leadership principles to the managerial role; examines the behavioral issues related to the interaction of leaders, followers, and situations; reviews challenges, standards, organizational cultures, structures, motivation, and workplace conflict.

SPMT 500

RESEARCH METHODS

This course in research methods prepares the student to understand issues associated with but not limited to the logic of the scientific method, research design, and qualitative and statistical analysis of data. Students will be afforded the opportunity to conduct research in the course on topics.

SPMT 571

FISCAL PRACTICES IN ATHLETIC ADMINISTRATION

An analysis of financial and economic aspects of professional and collegiate sports. This course will cover such issues as forms of ownership, formulation and development of operating budgets, financial forecasting, taxation, revenue production, risk, economic impact studies, financial planning for sports organizations and professional athletes and the economic impact of unions in professional sports.

SPMT 594

SPECIAL TOPICS IN SPORT AND ATHLETIC ADMINISTRATION

Course topics to include: Sports Media and Communications; Sports and Athletic Promotions; Facility Design and Event Management; and Sports and Society.

SPMT 614 or BUAD 650

ETHICS AND SOCIAL RESPONSIBILITY (SPMT 614)

This course will focus on the exploration of contemporary values, issues, and controversies associated with sport and sport management. It is designed to provide students with a fundamental, theoretical and practical knowledge of various ethical issues that may arise in sports. Students will become familiar with ethical decision-making methods and potential solutions to ethical issues they may encounter as sports professionals. Ethical concepts and issues will be examined through lectures, class discussions, presentations and group assignments.

BUSINESS ETHICS AND SOCIAL RESPONSIBILITY (BUAD 650)

This course is a study of selected contributions in political theory and how they contribute to an analysis of public policy with the emphasis on the role of ethical implications of administrative activity and provides a theoretical framework within which responsible decisions can be made. It relates the ethical considerations and legal principles to the organization's responsibility to society.

SPMT 696

ATHLETIC ADMINISTRATION INTERNSHIP

Supervised sports management experience in a related setting.

ADMISSIONS PROCESS

- Complete an application form
- Provide official transcripts of all attempted credit from previously attended colleges and universities
- Complete a signed curriculum contract

FINANCIAL AID

Financial aid is available for individuals admitted as degree seeking students. Go to www.fafsa.ed.gov to begin. The awarding process may take as long as six weeks from the time of initial application.

For more information: unionky.edu/FAFSA or contact the Financial Aid Office at 606-546-1220 or email us at finaid@unionky.edu

TUITION

Application Fee: \$0

GR Online: \$370 per credit hour (\$550 graduate international)

Graduation Fee: \$50