

Master in Sports Management (Minor in Faith-Based Youth Sports and Development)

HBI University

Course Duration: 2 years

Credit Hours: 69 (including 15 credit hours for minor)



Program Description

The Master in Sports Management at HBI University is designed for students interested in athletic administration, event management, sports marketing, and leadership in professional and community sports. This program provides training in sports finance, facility operations, coaching ethics, and athlete development to prepare graduates for careers in sports organizations, athletic departments, and nonprofit youth sports initiatives. The Minor in Faith-Based Youth Sports and Development offers a specialized focus on using sports as a tool for faith-based leadership, character-building, and youth outreach. Students will explore the role of faith in coaching, community sports programs, and using athletics for social and spiritual transformation.

This 69-credit hour program includes 30 credit hours of foundational sports management courses, 24 credit hours of core leadership and coaching training, 15 credit hours in Faith-Based Youth Sports and Development, elective coursework, a supervised practicum, and a research-based master's thesis or capstone project.

Admissions Requirements

- Bachelor's degree in sports management, physical education, business, or a related field
- Minimum GPA of 3.0
- Two letters of recommendation from faculty or sports industry professionals
- Statement of purpose outlining career goals in sports management and faith-based youth development
- Resume with relevant coaching, athletic administration, or community engagement experience
- Interview with faculty committee (if required)

Practicum Requirement

Students must complete a 300-hour supervised practicum in sports organizations, athletic ministries, faith-based youth programs, or community sports leagues. Practicum placements include Christian athletic leagues, church-based sports ministries, and nonprofit youth development organizations.

Master's Thesis / Capstone Project

Students must complete either a research-based master's thesis on sports ethics, youth athletic development, or faith-driven sports leadership, or develop a capstone project focused on implementing a faith-based sports outreach program.

Program Outcomes

Graduates of this program will be able to:

- Manage and lead athletic organizations, sports teams, and community programs.
- Develop and implement youth sports initiatives with a faith-based focus.
- Apply ethical leadership and spiritual principles in coaching and athletic administration.
- Use sports as a tool for personal and social development in faith communities.
- Create sustainable sports and fitness programs for churches, schools, and nonprofit organizations.

Career Outcomes & Potential Salary

- Athletic Director (Faith-Based & Public Institutions) – \$60,000 - \$140,000
- Youth Sports Program Coordinator – \$50,000 - \$120,000
- Coach & Character Development Mentor – \$55,000 - \$130,000
- Sports Ministry Leader & Chaplain – \$50,000 - \$125,000
- Director of Nonprofit Sports Outreach Programs – \$65,000 - \$150,000

Advocacy and Professional Development

Students are encouraged to join organizations such as:

- North American Society for Sport Management (NASSM)
- Fellowship of Christian Athletes (FCA)
- National Alliance for Youth Sports
- Christian Sports Outreach Ministries

Participation in sports industry conferences, youth leadership workshops, and faith-based coaching certification programs is highly recommended.

Course Breakdown (Total: 69 Credit Hours)

A. Foundational Sports Management Courses (30 Credit Hours)

Course Code	Course Name	Credit Hours
SPM-101	Principles of Sports Management & Leadership	3
SPM-102	Sports Marketing & Sponsorship Strategies	3

SPM-103	Ethics & Legal Issues in Athletics	3
SPM-104	Event Planning & Facility Management	3
SPM-105	Athlete Development & Performance Training	3
SPM-106	Financial & Business Management in Sports	3
SPM-107	Coaching Philosophy & Leadership	3
SPM-108	Research Methods in Sports Management	3
SPM-109	Diversity & Inclusion in Athletics	3
SPM-110	Media & Communication in the Sports Industry	3

B. Core Leadership and Coaching Training (24 Credit Hours)

Course Code	Course Name	Credit Hours
SPM-201	Strength & Conditioning for Youth Athletes	3
SPM-202	Psychology of Coaching & Motivation	3
SPM-203	Character Development & Leadership in Sports	3
SPM-204	Community Engagement Through Sports	3
SPM-205	The Role of Faith in Coaching & Mentorship	3
SPM-206	Athletic Chaplaincy & Ministry Outreach	3
SPM-207	Nonprofit Leadership in Youth Sports	3
SPM-208	Supervised Sports Management Practicum	3

C. Faith-Based Youth Sports and Development Minor (15 Credit Hours)

Course Code	Course Name	Credit Hours
FBYD-301	Faith & Leadership in Sports Coaching	3
FBYD-302	Youth Development Through Athletics	3
FBYD-303	Integrating Sports & Faith in Ministry	3
FBYD-304	Outreach & Evangelism Through Sports	3

FBYD-305	Church & Community-Based Sports Programs	3
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D. Electives (9 Credit Hours)

Course Code	Course Name	Credit Hours
ELEC-1601	Sports Analytics & Performance Technology	3
ELEC-1602	Social Justice & Advocacy in Athletics	3
ELEC-1603	Christian Ethics in Competition & Sportsmanship	3