

Administration, M.S.A.

There are two distinct degree specializations in the MSA degree- one is Public Administration the other is Sport Administration.

Public Administration

The Master of Science in Administration, specialization in Public Administration, is designed to prepare students for leadership roles as managers and administrators in public, nonprofit, and private agencies. The core courses prepare students to assume positions in a variety of public administration settings and certificates are available to prepare them for management and administration in a specific field. There are two certificates from which students may choose: Acquisition and Contract Administration and Managing Sustainability and Resiliency.

Sport Administration

The Master of Science in Administration, specialization in Sport Administration, is designed to prepare students for leadership roles in the sport industry, focusing on technology and the future of sport. The core courses prepare students to assume positions in a variety of sport business settings, and a certificate is available in the field of sport analytics as part of the degree. Everything from CRM, sport marketing, injury prevention, sport wagering, sport broadcasting, and numerous other areas are connected with numbers and the latest technology to streamline or optimize sport. By completing the degree students also earn a certificate in Sport Analytics.

In addition to general University requirements, students seeking the M.S.A. must meet the requirements listed below. No more than 49% of the program requirements for the M.S.A. degree may be taken in traditional business subjects.

Admission Requirements

In addition to the University graduate admission requirements described in the [Admissions section](#) of the catalog, the department bases decisions for regular admission on a holistic review of credentials in which the following criteria are used to assess the potential success of each applicant:

- Undergraduate transcripts and institutional GPA
- Graduate GPA, if applicable
- Submission of a letter of intent describing the candidate's work experience and reasons for pursuing the degree program, including how the degree relates to career goals.
- Overall fit with the program

Program Requirements

All students in the M.S.A. with a specialization in Public Administration will complete 6 hours of business core, a common public administration core, and at least one 9 credit hour certificate. Students must earn a "B" or above in all courses.

All students in the M.S.A. with a specialization in Sport Administration will complete 6 hours of business core, an additional 6 hours of additional business classes, a common sport administration core, an internship or capstone, and two data related classes. Students must earn a "B" or above in all courses.

M.S.A Business Core

GEB 5872	MBA Foundations: Financial Management I	1.5
GEB 5875	MBA Foundations: Management Skills and Applications	1.5
MAN 6156	Management and Organizational Behavior	3
Total Hours		6

The Public Administration Specialization is designed to provide students with the knowledge and skills to effectively manage agencies and people in public and nonprofit organizations. All students will complete the MSA core (6 semester hours) and Public Administration Specialization (21 semester hours). Students will also select one certificate (9 semester hours). The program requires 36 total hours for completion. Students must earn a "B" or above in all courses.

M.S.A. Core (6 sh)

See Program Requirements

Public Administration Specialization (21 sh)

PAD 6041	Public Service Ethics	3
PAD 6053	Public Administration: Theory and Practice	3
PAD 6227	Public Budgeting	3
PAD 6275	Political Economy of Public Administration	3
PAD 6417	Public Service Human Resource Management	3
PAD 6946	Public Administration Capstone	3
PUP 5045	Public Policy Analysis	3
Total Hours		21

Certificate (9 sh)

Students will choose either the Managing Sustainability and Resiliency or the Acquisition and Contract Administration Certificate to complete the degree requirements.

Sport Administration

The Sport Administration Specialization is designed to provide students with the knowledge and skills to effectively manage various sport organizations with a focus on analytics and how numbers and technology are changing the face of the sport industry. All students will complete the MSA core (6 semester hours), additional 6 credits of required business courses, the two data analytics classes (6 credit hours), and Sport Administration Specialization (18 semester hours). The total credit hours for the program are 36 credit hours. Students must earn a "B" or above in all courses.

M.S.A. Core (6 sh)

See Program Requirements.

Sport Administration Specialization - Business Core (6 sh)

GEB 5873	MBA Foundations: Financial Management II	1.5
GEB 5870	MBA Foundations: e-Business Systems	1.5
GEB 5876	MBA Foundations: Marketing Management	1.5
GEB 5879	MBA Foundations: Business Analytics	1.5
Total Hours		6

Sport Administration Specialization - Sport Core (18 sh)

SPM 6163	Applied Sport Management: Management	3
SPM 6308	Applied Sport Management: Marketing	3
SPM 5708	Sport Analytics	3
SPM 6947	Internship	3
or SPM 6946	Capstone	
Choose two of the following:		6
SPM 5166	Esports Management	
SPM 5056	Sport Betting	
SPM 5205	Environmental Sustainability in Sport	
SPM 6947	Internship	
SPM 6946	Capstone	
Or a course from the College of Business or another area on campus approved by an advisor.		

Total Hours **18**

In addition to the 30 credit hours outlined above (12 credits of College of Business courses and 18 credits of Sport Administration Core) students are required to take two classes from the Hal Marcus College of Science and Engineering (HMCSE) associated with data awareness and then data fluency. With the successful completion of these two classes, students in the MSA Specialization in Sport Administration will have earned a certificate in sport analytics through completing four classes associated with analytics.

Data Focus Courses (6 sh)

STA 5015	Data Awareness	3
STA 6094	Data Fluency	3
Total Hours		6

Acquisition and Contract Administration Certificate

The University of West Florida's Acquisition and Contract Administration Certificate prepares students to enter positions in public acquisition management, with coursework that can create additional opportunities for career professionals. The curriculum acquaints students with contracting from pre-award to contract close-out, providing both practical and theoretical knowledge to create a solid foundation for a rewarding career in government contracting, nonprofits, or with civilian contractors who engage in public sector contracts.

Students study the entire public contracting life cycle, including planning, solicitation, selection, negotiation, award, post-award administration, and close-out. Classes will also examine the underlying legal and theoretical basis of public purchasing, considering the place and importance of acquisitions within the larger government structure. Through individual work products and team-based interactions, students apply knowledge to real-world circumstances. Students' ability to see a contracting situation from various perspectives will be invaluable in achieving outcomes that are fair to all parties with the best value for the client.

The 9-credit hour certificate program is offered completely online and may be applied to the certificate requirement of the MSA -Public Administration degree program. The certificate is also available to those students wishing to expand their knowledge and skills in relation to government acquisitions and contract administration

without completing the full Master of Science in Administration degree program.

PAD 5635	Government Contract Law	3
PAD 5855	Contract Planning and Formulation	3
PAD 5862	Contract Award and Administration	3
Total Hours		9

Managing Sustainability and Resiliency Certificate

The Managing Sustainability and Resiliency Certificate program provides students with the knowledge and skills necessary to develop and apply sustainability and resiliency policies and strategies in their roles as managers and administrators of public service agencies. The 9-credit hour certificate program is offered completely online. The courses in the certificate program supplement the broader Master of Science in Administration – Public Administration degree program.

PAD 5434	Leadership in Sustainability	3
PAD 6357	Sustainability and Resiliency Planning	3
PAD 6335	Strategic Management for Public Service Organizations	3
Total Hours		9

The certificate is also available to those wishing to enhance their knowledge and skills related to managing sustainability and resiliency without completing the full Master of Science in Administration/Public Administration degree program.

Sport Analytics Certificate

The Certificate in Sport Analytics is automatically part of the MSA with a specialization in Sport Administration. Utilizing courses from the College of Business, the Hal Marcus College of Science and Engineering, and the Sport Management Program, students will be exposed to analytics from various perspectives to help enhance their educational experience. Students must achieve a "B" or better in each course and a grade point average of 3.0 or higher for the combined courses. All courses are available online.

GEB 5879	MBA Foundations: Business Analytics	1.5
GEB 5870	MBA Foundations: e-Business Systems	1.5
SPM 5708	Sport Analytics	3
STA 5015	Data Awareness	3
STA 6094	Data Fluency	3
Total Hours		12