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### **Godbold College of Business Offers Master of Sport Management Degree BY OFFICE**

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GRADUATE PROGRAMS

# Godbold College of Business Offers Master of Sport Management Degree

BY OFFICE OF UNIVERSITY COMMUNICATIONS ON OCTOBER 27, 2020



## Curriculum Equips Students with Strong Analytical and Problem-Solving Skills

BOILING SPRINGS, N.C.—The Gardner-Webb University Godbold College of Business has added a Master of Sport Management (MSM) degree program. Designed for students who want to advance their careers in this growing field, this fully-online program addresses a need identified in a survey of GWU business students.



▲ Dr. Jerry Gilsdorf

Dr. Jerry Gilsdorf, Gardner-Webb professor of sport management, said the new master's degree can be completed in one or two years. "Courses are offered in five eight-week units throughout the year," he related. "The overall goal of the Master of Sport Management is for each student to become an effective and efficient sport leader, who is well versed in the field, equipped with strong analytical and problem-solving skills, and functions as a sport leader with an ethical and moral compass grounded in Christian principles."

Students who earn a MSM degree will be prepared for various careers in the field, such as athletic director, event coordinator, facilities manager, sports agent and others.

"This program allows individuals to move to the mid- and upper-level management in the sport industry," Gilsdorf observed. "Students will synthesize current issues and theory in managing sport, and gain experience applying them in real-world situations with sport leaders. In addition, this program allows students to develop relationships with current and future sport leaders and experience a one-on-one mentorship with a sport leader."

The 30 credit-hour curriculum includes a required internship capstone course. The courses are also designed for students who come from different disciplines of study. Through their studies, they will acquire the ability to perform administrative, business, and leadership tasks necessary for success in this high-growth arena.

Gilsdorf helped design the curriculum from his experience in the field. In addition to teaching at Gardner-Webb, he has served in leaderships positions for the North Carolina Alliance for Athletics, Health, Physical Education, Recreation, Dance, and Sport Management (NCAAHPERD-SM), North Carolina Alliance for Athletics, Health, Physical Education, Recreation, Dance (NCAAHPERD), the South Carolina Homeschool Athletic Association, the North Carolina Sport Management Coalition, Cleveland County (N.C.) Senior Games, and the Ruby Hunt YMCA Board. He has also been a presenter at national and regional conventions and conferences.

For more information about the MSM, contact Dr. Felice Policastro, director of Graduate College of Business, at 704.406.3997 or email, [fpolicastro@gardner-webb.edu](mailto:fpolicastro@gardner-webb.edu), or Brooke F. Workman, director of Admissions for the Godbold College of Business, at 704.406.4489 or email, [bworkman@gardner-webb.edu](mailto:bworkman@gardner-webb.edu).

*Located in the North Carolina foothills, Gardner-Webb University is a private, Christian, liberal arts university. Gardner-Webb emphasizes a strong student-centered experience and rigorous academics to prepare students to become effective leaders within the global community. Ignite your future at Gardner-Webb.edu.*

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We welcome your suggestions and feedback, contact:

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