



UNIVERSITY OF CENTRAL FLORIDA

# **Sport Business Management MSBM Graduate Program Handbook**

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*Last updated 2021*

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# Sport Business Management MSBM

Together, the [Graduate Student Handbook](#) and your graduate program handbook should serve as your main guide throughout your graduate career. The Graduate Student Handbook includes university information, policies, requirements and guidance for all graduate students. Your program handbook describes the details about graduate study and requirements in your specific program. While both of these handbooks are wonderful resources, know that you are always welcome to talk with faculty and staff in your program and in the Graduate College.

The central activities and missions of a university rest upon the fundamental assumption that all members of the university community conduct themselves in accordance with a strict adherence to academic and scholarly integrity. As a graduate student and member of the university community, you are expected to display the highest standards of academic and personal integrity.

Here are some resources to help you better understand your responsibilities:

- [Academic Honesty](#)
- [Academic Integrity Training](#) - Open to all graduate students at no cost
- [Plagiarism](#)

## Introduction

### Plan of Study

The DeVos Sport Business Management Program curriculum has a strong business focus along with required traditional sport management courses as well as courses focusing on ethical standards, diversity, sport and social issues and leadership in sport. Students must have a 3.0 to graduate and no more than two C's to graduate from the program.

These courses are built into a full-time schedule for students. Classes are held Monday through Friday along with the DeVos Distinguished Speaker Series. All students admitted into the program will start courses in the fall. Credit hours may vary from semester to semester. The program will offer no less than three credit hours (in the last semester) and no more than 15 credit hours per semester.

### General Policies

Students in the DeVos Sport Business Management Program are required to conduct themselves in the highest professional manner in the classroom as well as while attending conferences and other events on behalf of the program. The program has a dress code of business casual for the classroom and professional attire when attending the DeVos Distinguished Speaker Series. The program expects all of the students to arrive to class on time, turn all cellular phones off and computers off, unless authorized by a specific professor, and give the professor their full attention. This program is designed for the students to complete their degree in five consecutive semesters. If for some reason, requiring approval, the student must complete any unfinished courses within seven years as the seven year rule stipulates on the graduate studies. Students must maintain a 3.0 grade point average to graduate from the DeVos Sport Business Management Program or be dismissed. Intent to graduate must be completed through myUCF.

## Professional Conduct

Students are expected to adhere to the rules and regulations as stipulated by the University of Central Florida and the program handbook. Professionalism encompasses behaviors and qualities that are expected of graduate business students in both the academic setting and in the business world. University of Central Florida College of Business degrees begin at the time of program application; therefore, professional conduct is assessed from that point forward.

Attendance, timeliness, and attire are all reflections of professionalism. In the assessment of professionalism, instructors and program administrators will consider each student's conduct; the quality of interactions; tone of oral and written communication; language; meaningful engagement in all aspects of the program; and substantive contribution to class discussions. Students who are in violation of these behaviors will be counseled and reminded of UCF/EDC expectations. In such events, the faculty or program administrators may conclude that the student is not able or willing to demonstrate an acceptable standard of professionalism. Repeated disregard or violation of these behaviors will lead to dismissal from the program. Some of the criteria by which a student's professional demeanor is measured are below.

- **Civility:** Students are expected to behave in a respectful and courteous manner to instructors, fellow students, guest speakers, college and university administrators, EDC staff, and other UCF Staff. Examples of respectful behavior include but are not limited to modulated tone of voice; professional language that avoids inappropriate, vulgar, or foul expressions; maintaining control of emotions and avoiding threatening or bullying behaviors; respect for others' personal space; respect for EDC and UCF property; refraining from distracting and disruptive behaviors while on campus (EDC or other UCF campuses), in hallways and in classrooms; and a generally civil demeanor.
- **Attendance:** It is required for students to attend each lecture and comply with the instructor's attendance policy as stated in the course syllabus.
- **Timeliness:** Students are expected to regularly arrive in class on time and to comply with each instructor's tardiness policy as stated in the course syllabus.
- **Use of Technology:** The use of computers, cell phones, or electronic devices during class that are unrelated to course activities or not permitted by instructors (i.e., web searches, IMs, etc.) is considered unprofessional.
- **Use of Electronic Media:** As per Florida Law (§ 934.03) it is illegal to audio or video record any interaction with another individual without their explicit consent. This includes lectures, meetings with instructors, meetings with fellow students, or any situation involving EDC staff or UCF personnel.
- **Professional Attire:** Refers to a minimum of business casual that may include pants, khakis, dress shirts, skirts, dresses, and jeans free of rips/tears/fraying that are neat and clean. Note that clothes that are revealing (plunging necklines, tank tops, open midriffs, short skirts/shorts, sheer fabrics); offensive T-shirts; sweatpants, leggings, workout clothes; thongs/flip-flops/Croc-like sandals; and overpowering perfumes/colognes can be distracting or annoying to others.
- **Guest Speakers / Presentations:** The program often invites guest speakers from the local business community. Students in the program must demonstrate professional conduct, respect, and appreciation for these professionals' donation of their time to enrich students' educational experiences. Students are expected to arrive to class on time and be attentive as a sign of appreciation for their time. Professional business attire is required when guest speakers are present.

## Grading Policies and Expectations

Each student's academic progress is reviewed by both the College of Business and the College of Graduate Studies each semester. Students who have not met conditions or restrictions of their admission may be prohibited from further study in the program. Additionally, students who have not performed to academic standards of the program or university will be placed on Probationary Status or Dismissed from the program.

In accordance with the College of Graduate Studies' Policies and with the minimum university standards for satisfactory performance to continue graduate study, the College of Business graduate programs maintain the following requirements for all business graduate students:

- Students must maintain a GPA\* of at least 3.0 or higher in order to maintain regular graduate student status, receive financial assistance, and qualify for graduation.
- Students are not permitted to get more than two “C” grades (C, C+, C-).
- A course in which a student has received an unsatisfactory grade may be repeated; however both grades will be used in computing the GPA. The opportunity to re-take courses is at the discretion of the College of Business.
- A minimum grade of B- is required in the capstone course, MAN 6721 Applied Business Strategy and Policy.
- Students admitted on Restricted Admission due to earning <70% on admission modules must earn a grade of B or higher in all courses in their initial semester.

### Grade Policy comparison Chart

	College of Graduate Studies Grade Policies	College of Business Grade Policies
<b>GPA</b>	3.0 minimum GPA ; <3.0 will be put on Academic Probation	3.0 minimum GPA; <3.0 will be put on Academic Probation
<b>Academic Probation</b>	9 credit hours of Academic Probation	9 credit hours of Academic Probation
<b>“D” and “F” grades</b>	Unsatisfactory grade; Course may be repeated	Unsatisfactory grade; Cause for dismissal
<b>“C” grades</b>	Maximum of 6 credits of “C” grades usable towards degree program	Maximum of 6 credits of “C” grades usable towards degree program; more than 6 credit hours is cause for dismissal
<b>Capstone Course Grade</b>		A minimum grade of B- is required in the capstone course, MAN 6721
<b>Restricted Admission</b>		B grades or higher in all courses in the initial semester for students who earned <70% on admission modules

### Probation and Dismissal Policy and Process

Probationary Status in the programs means that the student is at risk (academic, professional, or ethical) within the program. A student cannot graduate from the program while on probationary status.

A student may be placed on Probation if any of the following occur:

- Academic Probation: Per College of Graduate Studies’ policy, if the graduate status GPA falls below the required 3.00, the student will have 9 credit hours to bring the GPA above a 3.00 in order to have the Academic Probation removed. Students will receive notice in writing from the College of Graduate Studies.
- Conduct Probation: Any minor violation of the aforementioned professional conduct expectations. The severity of violation will be determined by the procedures outlined in the following section.

Conduct Violation Process:

1. If a violation of a conduct policy occurs, it will be reported to the Associate Dean. This will be submitted in writing and shared with the Director of the EDC.

2. Program Director will evaluate the matter and determine an appropriate course of action ranging from written warning to convening the Master's Program Review Committee (MPRC) for evaluation to immediate dismissal based on the egregiousness of the violation.
3. If the MPRC is convened, member will discuss the student's academic progress and/or professional conduct when concerns arise and recommend appropriate action based on the severity of violation up to and including program dismissal.

**A student may be dismissed if any of the following occur:**

The following may be grounds for dismissal from the program.

- Receiving a "D" or "F" grade in a course listed as a part of the program's curriculum. The student will be summarily dismissed from the program at that time.
- Failure to achieve  $\geq 3.0$  GPA after 9 credit hours of Academic Probation.
- Receiving more than 6 credit hours of "C" grades. Exceeding this limit is reason for dismissal from the program.
- Students on Restricted Admission due to earning <70% on admission modules that do not achieve a grade of B or higher in all courses in the initial semester will be dismissed.
- Cheating: Which includes plagiarizing of materials from previously published sources or previously submitted course assignments. Students will not discuss the content of written or oral examinations until cleared to do so by the course instructor. See Golden Rule, UCF's Student Handbook- Rules of Conduct.
- Unprofessional behavior: Behavior that is inconsistent with the aforementioned expected professionalism or failure to correct unprofessional behavior as defined by the program handbook is grounds for dismissal from the program. This includes failure to attend classes or excessive unexcused absences, or repeated lateness.

\*all references to GPA refers Graduate Status Grade Point Average. A graduate status GPA will be calculated based on the graduate courses taken at UCF since admission into each degree or certificate program. See UCF Graduate Catalog for more information: <http://catalog.ucf.edu/content.php?catoid=4&navoid=201#grade-system>

## Curriculum

Please visit the [Graduate Catalog](#) to see the current curriculum for our program.

## Graduate Research

Research is such a vital part of graduate education, particularly for doctoral students. The development of research skills and the practice of good research ethics begins with graduate study. Faculty serves a crucial role and are the primary source for teaching research skills and modeling research ethics. For this section provide information on conducting responsible research, the dismissal criteria for research dishonesty and the program's expectations on research.

### Provide the following information:

- Explain the research polices that involve human and animal research. Include the UCF research website [research.ucf.edu/](http://research.ucf.edu/) > Research Integrity and Compliance > IRB [Webpage](#).
- Provide an introduction and direct website link to the [Proprietary and Confidential Information](#) section in the Graduate Catalog.
- Provide an introduction and direct website link to UCF' [Ownership of Intellectual Property](#) in the Graduate Catalog.

- Provide information on available handouts or book referrals on conducting research.
- Inform students about the Pathways workshops on library research, CITI Training, and writing essentials.
- Make explicit the policy on Laboratory Safety Procedures.

## Financial Support

### Scholarships

The program has raised scholarship assistance specifically for DeVos students. These scholarships include but are not limited to: The NASCAR Diversity Scholarships, The DeVos Program Scholarships, The DeVos Orlando Magic Scholarships, The Jermaine A. Jones Perseverance Scholarship, and the Joe Lapchick Scholarships.

### Graduate Assistants

The DeVos program has numerous students who receive Graduate Assistant positions in our office. Many GAs are required to conduct research for the Racial and Gender Report Cards, graduation rate studies, and other studies produced by The Institute for Diversity and Ethics in Sport (TIDES). Also, GAs support DeVos Program faculty with Sport Business Management undergraduate courses. Students can express their interest in these positions after they have been accepted into the program. There are also Graduate Assistant positions in The Institute for Sport and Social Justice (ISSJ) and UCF Athletics, both of which are DeVos partners. Additionally, there are Graduate Assistant positions in the other departments of the College of Business Administration.

### Out of State Students

The University of Central Florida is a participating institution in the Academic Common Market (ACM) program with other southern universities sharing unique academic programs on the undergraduate and graduate level. However, the University of Central Florida only participates at the graduate level.

The Academic Common Market offers students the opportunity to enter degree programs that are not available in their home state, while being eligible to pay Florida in-state tuition rates. Students taking part in this program must be admitted by a participating university (notifying the university of their planned attendance as an ACM Scholar), and will need to obtain a letter of certification from their respective ACM state coordinator. [sreb.org/academic-common-market](http://sreb.org/academic-common-market).

### International Students

International students must contact International Student Services for the latest information on student and work visas as well as other important required documentation. Their website is [global.ucf.edu/](http://global.ucf.edu/). International students must also submit their transcripts through World Education Service for evaluation at [wes.org/](http://wes.org/) or [jsilny.com/](http://jsilny.com/).

The state of Florida has established various linkage agreements to assist in the development of stronger economic and social ties between Florida and strategic foreign countries. To participate in these exemptions, students must apply to the [global.ucf.edu/international-students-scholars-and-professionals/fundingyoureducationatucf/](http://global.ucf.edu/international-students-scholars-and-professionals/fundingyoureducationatucf/) select other resources.

For more information regarding financial support specific to the DeVos Sport Business Management program, visit the Scholarships and Graduate Assistantships webpage on the College of Business Administration website.

# Graduate Student Associations

Visit the Student Organizations webpage on the College of Business Administration website for information regarding graduate student organizations specific to this discipline.

## Graduate Student Association (GSA)

The Graduate Student Association (GSA) is UCF's graduate organization committed to enrich graduate students' personal, educational and professional experience. To learn more or get involved, please visit [facebook.com/groups/UCFgsa/](https://facebook.com/groups/UCFgsa/).

## Professional Development

The DeVos Sport Business Management Program offers professional development to all of its students in many ways. Our students are required to complete community service. They also can have internships, attend conferences, and other special student programs to promote professional development. A select number of graduate students are hired as GAs to compile research data for the nationally known Racial and Gender Report Card, as well as other national studies on graduation rates. Students are listed as co-authors of the reports.

The DeVos students take various trips throughout the program. During the second semester students will attend Team Leadership Presentations at ESPN Wide World of Sport, NASCAR, and the Orlando Magic. Senior executives in these organizations give presentations regarding their organizations vision, mission and values among other subjects.

## Team SBM

Team SBM is comprised of current graduate students of the DeVos Sports Business Management Program at UCF. Team SBM was created to provide members with business learning experiences through speakers, planning events, and networking activities, while also focusing on community service and fundraising. The TEAM is comprised of seven board members including one president, one vice-president, one treasurer, one secretary, one alumni relations chair, one brand development coordinator, and one fundraising chair.

## Community Service

Community Service is an integral component of the DeVos Program. Working in teams, students are required to spend 21 hours in each of the fall semesters and 21 hours in each of the spring semesters, plus a weekend camp, and an additional 10 hours during summer at a minimum of one of the designated community service programs: Deliver the Dream, Camp Boggy Creek, United Global Outreach, Frontline Outreach, and Orlando Magic Recreation Center.

DeVos students have performed more than 58,000 hours of service in Central Florida as of March 2020.

## DeVos Students Continue Hope for Stanley Foundation for Victims of Hurricane Katrina

In the wake of the devastation caused by Hurricane Katrina in August 2005, DeVos Sport Business Management Graduate Program students and faculty started a fund-raising campaign that raised more than \$28,000 for the victims. Program Chair Richard Lapchick and his wife, Ann Pasnak, matched the first \$8,000. In a matching arrangement with the Orlando Magic, that \$36,000 was then matched by the Magic so that the DeVos Sport Business Management Graduate Program was able to send \$72,000 to the Hurricane victims. DeVos students



Jeff Gosey and David Mueller, both from New Orleans, were able to join Richard Lapchick and the Orlando Magic team when they flew to Louisiana with 6,000 pounds of relief supplies one week after the storm in September 2005.

In December 2006 DeVos students traveled to New Orleans with Richard Lapchick, his wife Ann, their daughter Emily and Smitty Pignatelli and Allyce Najimy, two friends from Massachusetts, to help with the disaster relief efforts. While there, they met Stanley Stewart, whose home was nearly destroyed by the storm. His hope, faith and inspiration so touched the students that in the Spring of 2007 the DeVos students, in conjunction with the National Consortium for Academics and Sport, which is now known as The Institute for Sport and Social Justice (ISSJ), and assisted by the New Orleans City Council, founded Hope for Stanley Foundation (which was later changed to Alliance). The mission is to create opportunities for people in sports across the United States to help rebuild and revive the City of New Orleans.

After gutting the Stewart's home, the Foundation enlisted Smitty Pignatelli to aid with the rebuilding of the Stewart home. Mr. Pignatelli had a volunteer crew of 25 licensed contractors including electricians, plumbers, sheet rockers and carpenters at the Stewart home for eight days in September 2007. All of the materials were donated including floors, windows, cabinets, plumbing fixtures and sheet rock. One week later the original DeVos team returned and painted the inside of the home. The Stewarts moved back in before Thanksgiving 2007.

To date the Foundation has raised over \$400,000 in cash and in-kind materials. The DeVos students schedule at least one trip per semester to New Orleans to continue their efforts. In total, between the Paskas/Lapchicks, the students and the NCAS; Hope for Stanley has worked 57 trips in NOLA as of March 2020. Hope for Stanley has also organized students and student-athletes from many other campuses to volunteer in the Lower Ninth Ward of New Orleans. They have helped rebuild 150 homes with more than 55,000 hours of service.

The HFSA has also worked in Tuscaloosa, AL; Long Island, NY; Baton Rouge, LA; Houston, TX; and the Florida Panhandle.

Please visit Hope for Stanley at [sportandsocialjustice.org/services/hope-for-stanley/](http://sportandsocialjustice.org/services/hope-for-stanley/) to learn more about how you can help bring hope to New Orleans.

## Internship Programs

While students in many sport management graduate programs may have to seek their own internship opportunities, the DeVos leadership is committed to assisting in securing a strong internship position for every student in the DeVos Program. It now features one of the most effective internship programs in the country.

### DeVos 2020 Internships

- Atlanta Braves Spring Training
- Comcast
- Momentum
- Miami Marlins
- Orlando Venue
- Tencent Sport
- Semones YMCA
- AdventHealth
- MLB
- Orlando City Soccer
- Charlotte Hornets
- Atlanta Braves
- Shorts Travel Management
- 2022 Special Olympics
- VenueNext

- Golf Channel
- Midland Rockhounds
- USF Athletics
- Brigham Young Men's Basketball
- LA Dodgers
- Tampa Bay Vipers – XFL
- The Breakers
- IDEMIA
- Adaptive Sports Program of Ohio
- Portland Timbers
- Portland Thorns FC
- Harris Blitzer Sports & Entertainment
- Asics
- Temple University
- Nashville Predators
- USTA
- Amarillo Sod Poodles

### **DeVos 2019 Internships**

- USF Athletics
- ATP Tour, Inc.
- Wilson Sporting Goods
- Hoop Brothers
- Ocoee High School
- Orlando Apollos
- Orlando Magic
- Clancy's Sports Properties
- Excel Sports Management
- Kansas City Chiefs
- ESPN
- Phillips 66
- University of Washington Athletics
- Special Olympics 2022 USA Games
- Terry Drake Basketball
- Tampa Bay Buccaneers
- United States Tennis Association
- USA Basketball
- AdventHealth Orlando Strategic Sports Partnerships
- Chaminade College Preparatory High School
- UCF Athletics
- Disney Vacation Club
- University of Arizona Athletics

### **DeVos 2018 Internships**

- BMW Marathon
- ESPN Wide World of Sports
- Orlando City Soccer Club
- National Hockey League
- Aspire Group at Colorado State University
- Orlando Pride

- United Global Outreach
- Golf Channel
- Uncle Ray's (MiLB)
- Jacksonville Icemen
- Florida Hospital – Sports Partnerships
- IMG Learfield
- Orlando Magic
- Florida Panthers
- Marshall University
- Winter Springs High School
- Sports Marketing Surveys USA
- MKTG Events
- Feeding Children Everywhere
- Sports Backers
- UCF Athletics
- USF Athletics
- Miller PR Group
- City of Orlando
- Women Leaders in College Sports
- United States Soccer League
- Kroenke Sports and Entertainment

#### **DeVos 2017 Internships**

- Orlando City Soccer
- The Aspire Group at Colorado State
- NCAA
- Combine Academy
- FIBA, International Basketball Foundation
- Boston Celtics
- Florida FireFrogs
- Amateur Athletic Union
- TurnKey Sport and Entertainment
- United States Tennis Association
- 3n2 Sports
- Feld Entertainment
- PGA Tour
- United Athlete Agency
- NCAA
- Tampa Bay Buccaneers
- Rollins College Athletics
- UCF Athletics
- Ocoee High School Athletics
- Minor League Baseball
- UCF Global
- Jacksonville Jaguars
- Team Epic
- Third Half
- Florida Panthers
- Atlanta United
- The Marketing Arm
- Central Florida Sports Commission
- Florida Hospital

## **DeVos 2016 Internships**

- Walt Disney World
- US Soccer
- Senior PGA Championship
- San Jose Sharks
- Red Lion Hotels
- Monumental Sports
- Moss Farms Diving
- Major League Lacrosse
- Johnson & Johnson
- UCF Football
- NetSource Technologies
- UCF Athletics
- Charlotte Hornets
- Orlando City Soccer Club
- Philadelphia 76ers
- NCAA
- City of Port Orange
- Amazon
- Jacksonville Jaguars
- The Aspire Group
- Orlando Venues
- Greensboro Grasshoppers
- Jayson Taylor Foundation
- University of Mississippi Athletics
- Sea World
- ISC
- Lead Dog Marketing
- NY Red Bull
- IMSA
- Victoria Azarenka
- Legends
- US Navy
- Sports Business Solutions
- PGA Tour
- Memphis Grizzlies
- Orlando Solar Bears
- University of Georgia Tennis
- Navigate Research
- KC Chiefs

## **Special Student Programs**

Beyond their full-time required coursework, students participated in a variety of special activities and events that challenged them to consider a broader view of sport and society and exposed them to a number of sports leaders and world-renowned athletes.

## **TEAMWORK Leadership Institute**

All students in the DeVos program receive diversity management training, gender violence and sexual harassment prevention training through The Institute for Sport and Social Justice. The mission of Teamwork Leadership Institute is to assist the provision of diversity training services, to apply the principles of teamwork to all areas.

Challenges that stem from cultural prejudice, intolerance and poor communication can be proactively addressed in intelligent, safe and structured ways. Diversity training is a principle means of assessing and responding to needs within a department and on a campus. Training demonstrates that diverse people have a great deal in common. Rather than being divisive issues, racial, ethnic and gender differences can serve as building blocks that strengthen any department.

## **Gender Violence and Sexual Harassment Prevention Program**

The Huddle-Up Program is a leadership program that motivates student-athletes and student leaders to play a central role in solving problems that historically have been considered "women's issues:" rape, battering, and sexual harassment.

The mixed gender, racially diverse Huddle-Up Program, composed of former professional and college athletes, motivates men and women to work together in preventing gender violence. The four main goals of the Huddle-Up Program are to: Raise Awareness of participants about the level of men's verbal, emotional, physical and sexual abuse of women; Challenge Thinking by countering mainstream messages about gender, sex and violence; Open Dialogue by creating a safe environment for men and women to share their opinions and experiences and inspire Leadership by empowering participants with concrete opinions to effect change in their respective communities.

## **DeVos Distinguished Speaker Series**

A major part of the DeVos Program is the Distinguished Speaker Series. Students of the DeVos Sports Business Management Program gain insight and advice from accomplished sport industry professionals. Among those who came to the University of Central Florida for the series were:

### **Annual Speaker Events**

- NASCAR Team – NASCAR leadership team presentation in Daytona
- ESPN/Disney Wide World of Sport – Leadership team presentation
- Orlando Magic – Orlando Magic leadership team presentation at Amway Center
- Generation W Conference

### **2019-2020 Speaker Series**

- Nicole Pincus – VP, Director, Business Leadership, Momentum Worldwide
- Kristin Hurst – Senior Manager, Partnership Marketing, Major League Soccer
- Dr. Jeff O'Brien – Director, Huddle-Up, Institute for Sport and Social Justice (ISSJ)
- Keith Lee – COO, Institute for Sport and Social Justice (ISSJ)
- Matt Lloyd – Assistant General Manager, Orlando Magic
- United States Tennis Association (USTA) – Facility Tour and Team Building
- John Thomas – Former President, Sacramento Kings
- Golf Channel – Tour and Panel
- Kathy Behrens – Executive with the NBA, Chiney Ogumike, WNBA and ESPN
- Dr. Bill Sutton – Inaugural Director of USF Sport & Entertainment Management MBA Program
- Austin Hatch – Motivational Speaker, Basketball Star, Two-Time Plane Crash Survivor
- Alexander Vergara - Managing Director/Owner, AV Consulting Group, "GotGig?" Boot Camp
- eSports Boot Camp – Orlando Magic Gaming, NBA 2K League

- Danny White – AD, University of Central Florida Athletics
- Donna Orender – CEO, Generation W
- Abe Madkour – Editor and Publisher of Sport Business Journal & Sport Business Daily

### **2018-2019 Speaker Series**

- Dr. Jeff O'Brien – Director, Huddle-Up, Institute for Sport and Social Justice (ISSJ)
- Johnny Dawkins – Coach, UCF Men's Basketball
- Rob King – Executive in Residence, ESPN
- Keith Lee – COO, Institute for Sport and Social Justice (ISSJ)
- Shelly Wilkes – President, Lakeland Magic
- Alexander Vergara – Managing Director/Owner, AV Consulting Group, "GotGig?" Boot Camp
- Invisible Women in Sport – Presented by the ISSJ and UCF Office of Diversity & Inclusion
- Alex Martins - CEO & President, Orlando Magic
- Ryan Sleeper – Visualization & Tableaux Boot Camp regarding Data
- Cathy Andruzzi - Associate Director/Faculty, Global Sports Business M.S. Program, Rutgers University
- NASCAR Leadership Team Panel
- Orlando Magic Executive Team Panel
- Mike Tatoian – President, Dover Motorsports
- Donna Orender – CEO, Generation W
- DeVos Alumni Panel
- Jack Elkins – Director of Innovation, Orlando Magic, Innovation Lab Boot Camp
- Generation W Conference – UNF, Jacksonville, Florida (April 2019)
- Abe Madkour – Editor and Publisher of Sport Business Journal & Sport Business Daily
- Tony Barone Jr. – Assistant Director of Enforcement, Basketball, NCAA
- eSports Boot Camp – Orlando Magic Gaming, NBA 2K League

### **2017-2018 Speaker Series**

- Keith Lee – COO, Institute for Sport and Social Justice (ISSJ)
- Dr. Jeff O'Brien – Director, Huddle-Up, Institute for Sport and Social Justice (ISSJ)
- NASCAR Leadership Team Panel
- Alex Vergara – Strategic Business Development Executive
- Donna Orender – CEO, Orender Ltd., & CEO, Generation W
- Cari Coats – President, C2 Advisors
- Stacey Allaster – Chief Executive, Professional Tennis, USTA
- Jack Elkins – Director of Innovation, Orlando Magic
- Orlando Magic Executive Team Panel
- Nancy Hogshead-Makar – Title IX Lawyer & Former Olympic Swimmer
- Steve Lauletta – President, Chip Ganassi Racing
- Dave Wright – CCO, Minor League Baseball (MiLB)
- Patrick Odling – Sr. Account Manager, SportBusiness International
- DeVos Alumni Panel
- Generation W Conference – UNF, Jacksonville, Florida (April, 2018)

### **2016-2017 Speaker Series**

- Keith Lee - Director, National Consortium for Academics and Sport
- Jeff O'Brien - Director of Huddle-Up, National Consortium for Academics and Sport
- Mike Whan - PGA Commissioner
- DeVos Alumni Panel

- Attend Gen W Conference - Jacksonville, FL
- Cathy Andruzzi - Associate Director/Faculty, Global Sports Business M.S. Program, Rutgers University
- Dave Wright - CCO, Minor League Baseball
- Maria Santana - Director, UCF Women's Studies
- Dan Rossetti - Founder, Ascension Sports
- Corey Smith - Sr. Director of Diversity & Inclusion, Major League Baseball
- Bernie Mullin - Founder & CEO, The Aspire Group
- Alex Martins - CEO & President, Orlando Magic
- Bill Sutton - University of South Florida
- Orlando Magic Leaders with Pat Williams
- Bernard Franklin - Executive VP & Chief Inclusion Officer, NCAA
- Abe Madkour - Editor and Publisher of Sport Business Journal & Sport Business Daily

### **2015-2016 Speaker Series**

- Rasesh Thakkar - Senior Managing Director, Tavistock Group
- Judy Sweet - Co-Director of the Alliance of Women's Coaches, first women AD, first women NCAA president and Title IX Pioneer
- Pat O'Conner - CEO, MiLB
- Alex Martins - CEO and President, Orlando Magic
- Billy Bean - VP, Social responsibility & Inclusion, MLB
- John Walsh - Former EVP, ESPN
- Generation W Conference - Jacksonville, L
- Daytona Speedway Training - Daytona Beach, FL
- April Holmes 2008 Paralympian Gold Medalist
- DeVos Program Alumni Panel
- Abe Madkour - Editor and Publisher of Sport Business Journal & Sport Business Daily
- Jeff O'Brien - Director, National Consortium for Academics and Sport
- Anucha Browne Sanders - Former women's basketball player and executive for the New York Knicks
- Keith Lee - COO, National Consortium for Academics and Sports
- NASCAR Team - NASCAR Leadership Team Presentation in Daytona
- Jamey Rootes - President Houston Texans
- Donna Orender - Former President, WNBA
- ESPN Wide World of Sports Leadership Team Panel
- Chad Estis - EVP, Business Operations Dallas Cowboys
- Phil Rawlins - Founder and President, Orlando City Soccer Club

### **2014-2015 Speaker Series**

- Jeff O'Brien - Director, National Consortium for Academics and Sport
- Rick Diskson - Director of Athletics, Tulane University
- Alice Petzold - Executive Coach, Leadership Trainer and Recruiter
- Mike Stanfield - Vice President of Ticket and Suite Sales, New Orleans Saints and Pelicans
- Steve Worthy - CEO, Fore!Kids Foundation
- Dr. Eduardo Salas - University Trustee Chair and Pegasus Professor of Psychology, UCF
- Cyndi Gundy - Instructor of Sales and Marketing, UCF
- Keith Lee - COO, National Consortium of Academics and Sport
- Cari Coats - President, C2 Advisors
- Pat O'Connor - President and CEO, Minor League Baseball (MiLB)
- Marc Bluestein - Founder and President, Aquarius Sports and Entertainment
- Kevin Rochlitz - Vice President of Corporate Sales and Development
- Bob Ley - Sportcaster for ESPN/Host for Outside the Lines
- Wayne Embry - NBA Hall of Fame and Pioneer

- Frank Deford - HBO Sports and award-winning journalist
- Carlyne Savini - Senior Vice President, Turnkey Sports and Entertainment
- Emily Pasnak-Lapchick - Director, US Fund for UNICEF's End Trafficking Program
- Tiffany Roberts-Sahaydak - UCF Women's Soccer Coach and Olympic gold medalist
- Max Siegel - CEO, USA Track and Field; Owner, Rev Racing
- Eric Little - Director, Membership Experience, Phoenix Suns and Mercury
- JT McWalters - Director, Corporate Partnership Activation, Orlando Magic
- Shelly Wilkes - Director, Event Presentation, Orlando Magic
- Trish Wingerson - Assistant Director, Business Intelligence and CRM, Orlando Magic
- Jack Elkins, business Innovations Manager, Orlando Magic
- Ashley Turner - Assistant Director, Premium Activation, Orlando Magic
- Pat Williams - Senior Vice President, Orlando Magic
- Steve Lauletta - President, Chip Ganassi Racing
- Todd Hardy - Daytona International Speedway
- Sandy Cross - Senior Director, Diversity and Inclusion, PGA
- Stacey Allaster - Chairman & CEO, Women's Tennis Association (WTA)

### **2013-2014 Speaker Series**

- Dr. Eduardo Salas - University Trustee Chair and Pegasus Professor of Psychology, UCF
- Bernard Franklin - NCAA Executive VP and Chief Inclusion Officer
- Rasesh Thakkar - Senior Managing Director, Tavistock Group
- Floyd Keith - DeVos Program Sr. Associate Advisor and former Director of the BCA
- Lucille O'Neal - Motivational Speaker and mother of Shaquille O'Neal
- Leah Wilcox - Vice President, Player and Talent
- Bob Ley - Sportscaster for ESPN and host of Outside the Lines
- Lonnie Ali - Wife of Muhammad Ali and Co-Founder of The Muhammad Ali Center
- Stacey Allaster - Chairman and CEO, Women's Tennis Association (WTA)
- Rob King - ESPN: Senior Vice President of SportsCenter and News
- John Walsh - Executive Vice President and Executive Editor, ESPN
- Nancy Hogshead-Makar - Women's Sports Foundation: Senior Director and Olympic Champion in Swimming
- Rosalyn Durant - Vice President of College Sports Programming, ESPN
- Abe Madkour - Sports Business Journal/The Sports Business Daily: Executive Editor
- Gary D. Howard - Former, Sporting News: Editor in Chief
- Jeff Benedict - Author, journalist and feature contributor, Sports Illustrated

## **Mentoring Program**

Each second-year student in our program will have a mentor in a major sports organization. Our policy advisory board members and other business executives volunteer to mentor our students. The process begins as our Director of External Affairs meets with each student to discuss the student's primary field of interest. Once the student's career goals and interests are identified, the Director places each student with a mentor that works with them for the remainder of their graduate career in the DeVos program.

The students are required to keep in contact with their mentor. The time and frequency of this contact will depend on the mentors/mentees schedule. This can be done on a weekly or monthly basis. DeVos students will share experiences with their mentors throughout their second year at UCF and, hopefully, throughout their careers.

Each first year student will have a second-year student as a mentor. Listed below are some of the mentors for the program.

### **DeVos Class of 2019 Mentors**



- Ben Pincus – Harris Blitzer Sports & Entertainment
- Erin Davison – Turnkey Intelligence
- Craig Malveaus – NCAA
- Stephens Rogers – Golf Channel
- Chris Kaiser – Cleveland Cavaliers
- Sheri Anderson – Tampa Bay Lightning
- Ashley Turner – Orlando Magic
- Shelly Wilkes – Lakeland Magic
- Marcus Sedberry – Baylor University
- Kelly Higgins – NBA
- John Visser – Momentum Worldwide
- Christopher Orpilla – AEG
- Chris Kamke – Tampa Bay Lightning
- Eric Little – Phoenix Suns
- David Benoit – Endeavor Global Marketing
- Theresa Garner – Miami Dolphins
- Derek Cowan – International Speedway Corporation
- Austin Moss – San Francisco 49ers
- Nicole Pincus – Momentum Worldwide
- Sable Lee – Texas Tech
- Vincent Pierson – Minor League Baseball
- Jessie Gardner – University of Alabama
- Chase Moyer – Orlando Magic
- Reshina Warren – Walt Disney World Parks & Resorts

#### **DeVos Class of 2018 Mentors**

- Annelie Schmittel – Oakland Raiders
- Jenna Doerfler Kelly – USTA
- Brian Carroll – LPGA
- Adetunji Adedipe – Lakeland Magic
- Kathryn Chappeto – WTA
- Mike Milay – Clancy Sports
- Rick Hall – Independent Consultant
- Aileen McManamon – 5T Sports
- Austin Moss – San Francisco 49ers
- Judy Sweet – Independent Consultant
- Ashley Turner – Orlando Magic
- Jack Elkins – Orlando Magic
- Jason Clerkin – Orlando Magic
- Andrea Brown – Orlando Magic
- Madison Holesko – Orlando Magic
- Jay Garcia – Orlando Magic
- Kerlon Williams – Orlando Magic
- Andrea Rodrigues – Orlando Magic
- Katie Luby – Orlando Magic
- Sabrina Riggs – Orlando Magic
- Kris Gault – Orlando Magic
- Adly Santiago – Orlando Magic
- Keisha Woodie – Orlando Magic
- Matan Cohen – Orlando Magic
- Andrew Herdliska – Orlando Magic
- Chase Moyer – Orlando Magic

- Nathan Burger – Orlando Magic
- Kenny Samsel – Orlando Magic
- Michael Loulan – Orlando Magic
- Staci Wilkenson – Orlando Magic
- Alexis Rosenberg – Orlando Magic
- Anthony Perez – Orlando Magic
- Richard Carbone – Orlando Magic
- Sean Smith – Orlando Magic
- Christopher Walker – Orlando Magic
- Michelle Jenkinson – Orlando Magic
- Todd Kobus - Vancouver Canucks
- Tom Cordova - Cordova Marketing Group
- Kimya Massey - Oregon State University
- Jessie Gardner - University of Alabama
- Brent Schoeb - San Francisco 49ers
- John Olguin - Chip Ganassi Racing
- Allen Johnson- Orlando Venues
- Michael Rust - The Aspire Group
- Stacey Allaster - USTA
- Eric Sudol - Dallas Cowboys
- Joni Lockridge - PGA of America
- Matt Laczkowski - Tandem Sports
- Lauren Houston - NASCAR
- Cathy Andruzzi - Legendary Women's Basketball Coach
- Alex Vergara - ESPN Wide World of Sports
- Joey Giunta - Dickinson College
- Ryan Sleeper - Evolytics
- Jessica West - Orlando City Soccer Club
- Rob Thompson - North American Sports Group
- Kathy Burrows - SOS Marketing
- Jarrod Krisiloff - Indianapolis Motor Speedway
- Pat Merna - Indianapolis Motor Speedway
- Bond Shymansky - University of Iowa

#### **DeVos Class of 2017 Mentors**

- Todd Kobus - Vancouver Canucks
- Tom Cordova - Cordova Marketing Group
- Kimya Massey - Oregon State University
- Jessie Gardner - University of Alabama
- Brent Schoeb - San Francisco 49ers
- John Olguin - Chip Ganassi Racing
- Allen Johnson- Orlando Venues
- Michael Rust - The Aspire Group
- Stacey Allaster - USTA
- Eric Sudol - Dallas Cowboys
- Joni Lockridge - PGA of America
- Matt Laczkowski - Tandem Sports
- Lauren Houston - NASCAR
- Cathy Andruzzi - Legendary Women's Basketball Coach
- Mike Millay - Clancy Sports
- Alex Vergara - ESPN Wide World of Sports
- Joey Giunta - Dickinson College

- Ryan Sleeper - Evolytics
- Jessica West - Orlando City Soccer Club
- Rob Thompson - North American Sports Group
- Kathy Burrows - SOS Marketing
- Jarrod Krisiloff - Indianapolis Motor Speedway
- Pat Merna - Indianapolis Motor Speedway
- Bond Shymansky - University of Iowa

#### **DeVos Class of 2016 Mentors**

- JT Louviere - Atlanta Hawks
- Jason Bitsoff - Feld Entertainment
- Phil Stambaugh - PGA
- Jose Duverge - Major League Soccer (MLS)
- Eric Little - Phoenix Suns
- Alejandra Diaz-Lebreque - U.S. Track and Field
- Zoie Springer - MillerCoors
- Nikki Bowey - Jacksonville Jaguars
- Marcus Sedberry - Philadelphia Eagles
- Matt Kittle - Teamwork Online
- Cory Dolich - Portland Timbers
- Mike Millay - Clancy Sports
- Kevin Rochlitz - Baltimore Ravens
- Eric Sudol - Dallas Cowboys
- Jaqueline Uram - Houston Astros
- Steve Worthy - Fore!Kids Foundation/Zurich Open Golf Tournament
- Kathryn Chappetto - United States Tennis Association (USTA)
- Autin Moss - National Football League (NFL)
- Sam Stark - Massey Communications
- Jez Ratliff - Wasserman Media Group
- Sean Smith - Orlando Magic
- Alicia Mauger - Orlando Magic
- Tom Cordova - Cordova Marketing Group
- Stacy Martin - Universal Theme Parks
- Allen Johnson - Orlando Venues
- Alex Vergara - ESPN Wide World of Sports
- Steve Lauletta - Chip Ganassi Racing

#### **DeVos Class of 2015 Mentors**

- Mark Muzzi - Milwaukee Brewers
- Matt Wolfert - NCAA
- Andy Gladstone - USTA Player Development
- Matt Justine - Golf Now
- Kevin Abrams - NY Giants
- Mike Golub - Portland Timbers
- Judy Sweet - Disney
- Gregg Crone - Memphis Grizzlies
- Tony Barone - Denver Nuggets
- Allen Johnson - Orlando Venues
- Alex Vergara - ESPN Wide World of Sports
- Matt Warner - Philadelphia Eagles
- Billy Hogan - Liverpool Football Club

- Marty Bechtold - Banker's Life Field - Indiana Pacers
- Steve Worthy - Fore!Kids Foundation
- Chris Kamke - Tampa Bay Lightning
- Jody Bennett - Aquarius Sports and Entertainment
- Cameron Scholvin - IMG College Midwest
- Erin Lewis - Tampa Bay Bucs
- Paz Magat - Institute of International Sport
- Lauren Hoffmann, RCR Racing
- Eric Sudol - Dallas Cowboys
- Shawn Bennett - NY Knicks
- Heidi Pellarino - Wasserman Media Group

## **Special Program Partners**

### **Orlando Magic**

Orlando's NBA franchise since 1989, the Magic's mission is to be world champions on and off the court, delivering legendary moments every step of the way. On an annual basis, the Orlando Magic gives more than \$2 million to the local community by way of sponsorship of events, donated tickets, autographed merchandise, scholarships and grants. Orlando Magic community relations programs impact an estimated 75,000 kids each year, while a Magic staff-wide initiative provides more than 6,000 volunteer hours annually.

Since the purchase of the Orlando Magic in 1991, Rich DeVos has implemented his values of philanthropy, leadership, and family into the Magic Culture. The Magic are consistently recognized for their positive impact on the Central Florida community through philanthropic investments and community outreach. His values set the ethical standards for the DeVos Sport Business Management Program. Under the DeVos leadership, the DeVos Program has put in more than 107,000 hours of community service, and over the history of the program has improved the Central Florida area as well as the city of New Orleans in the wake of Hurricane Katrina.

The Orlando Magic hosts an annual leadership presentation exclusively for the DeVos Students. The Magic leadership team is involved in the DeVos Distinguished Speaker Series, in-class panels, and as professional mentors. Students annually volunteer to help the Orlando Magic Youth Foundation raise money for at-risk youth in the Central Florida area. More than a dozen DeVos graduates have worked for the Orlando Magic upon graduation.

### **The Institute for Sport and Social Justice (ISSJ)**

Founded in 1985 with help of Dr. Lapchick, NCAS is a group of over 260 colleges and universities that created the first of its kind degree completion and community service programs. To date, 31,855 athletes have returned to NCAS member schools. Over 14,985 have graduated. Nationally, the NCAS athletes have worked with nearly 19.1 million students in the school outreach and community service program, which focuses on teaching youth how to improve race relations, develop conflict resolution skills, prevent gender violence and avoid drug and alcohol abuse. They have collectively donated more than 20.8 million hours of service while member colleges have donated more than \$300 million in tuition assistance.

The ISSJ provides diversity management training through their program, TEAMwork Leadership Institute (TLI) to sports organizations, including athletic departments and professional leagues and teams. The ISSJ has already conducted such training for the NBA, Major League Soccer, NASCAR and more than 100 university athletic departments. The ISSJ's highly acclaimed Huddle-Up Program provides training in gender violation prevention and sexual harassment. Branded A Leader (BAL) has provided leadership training to numerous campuses. The same teams that deliver TLI, Huddle-Up and BAL nationally also train the DeVos students.

### **The Institute for Diversity and Ethics in Sport (TIDES)**

The Institute for Diversity and Ethics in Sport is part of the DeVos Sport Business Management Graduate Program in the University of Central Florida's College of Business.

Under Lapchick's leadership, the DeVos Program launched the Institute for Diversity and Ethics in Sport in December 2002. The Institute focuses on two broad areas. In the area of Diversity, the Institute publishes the critically acclaimed Racial and Gender Report Card. The Report Card, an annual study of the racial and gender hiring practices of major professional sports and college sport in the United States, shows long-term trends over a decade and highlights organizations that are notable for diversity in coaching and management staffs.

In the area of ethics, the Institute monitors some of the critical ethical issues in college and professional sport, including the potential for the exploitation of student-athletes, gambling, performance-enhancing drugs and violence in sport. The Institute publishes annual studies on graduation rates for all teams in college football bowl games, comparing graduation rates for football players to rates for overall student-athletes and including a breakdown by race. The Institute also publishes the graduation rates of the women's and men's basketball teams in the NCAA Tournament as March Madness heats up.

## **NASCAR**

The National Association for Stock Car Auto Racing, Inc. (NASCAR) is the sanctioning body for one of North America's premier sports. In 1997, Brian France told Dr. Lapchick he wanted NASCAR to look like America.

The diversity management training, facilitated by NCAS, has played a significant role in changing the culture by spending eight-hour days with small groups of NASCAR employees openly discussing the challenging issues of diversity and inclusion. No sport has done more than NASCAR regarding such training.

NASCAR and its affiliated International Speedway have employed more than 10 DeVos graduates. The also fund a graduate assistant position and provide \$40,000 a year in scholarship money to the DeVos students. Each year the incoming DeVos class visits the NASCAR headquarters for a day of learning from the NASCAR leadership team.

## **Pathways to Success Workshops**

Coordinated by the College of Graduate Studies, the Pathways to Success program offers free development opportunities for graduate students including workshops in Academic Integrity, Graduate Grantsmanship, Graduate Teaching, Personal Development, Professional Development, and Research. For more information and how to register, please visit [graduate.ucf.edu/pathways-to-success/](http://graduate.ucf.edu/pathways-to-success/).

## **Job Search**

Career Services and Experiential Learning is a valuable website which will have full/part time jobs listing either on or near campus. Students are highly encouraged to attend resume writing, interview skills, Career Fairs and other essential services hosted by the CRC. [career.ucf.edu/](http://career.ucf.edu/).

## **Forms**

- [College of Graduate Studies Forms and References](#)  
A complete listing of general forms and references for graduate students, with direct links, may be found here.
- [Graduate Petition Form](#)  
When unusual situations arise, petitions for exceptions to policy may be requested by the student. Depending on the type of appeal, the student should contact his/her program adviser to begin the petition process.
- [Traveling Scholar Form](#)  
If a student would like to take advantage of special resources available on another campus but not

available on the home campus; for example, special course offerings, research opportunities, unique laboratories and library collections, this form must be completed and approved.

## Useful Links

- [DeVos Sport Business Management Program Website](#)
- [College of Business Website](#)
- [College of Graduate Studies](#)
- [Academic Calendar](#)
- [Bookstore](#)
- [Campus Map](#)
- [Counseling Center](#)
- [Financial Assistance](#)
- [Golden Rule Student Handbook](#)
- [Graduate Catalog](#)
- [Graduate Student Association](#)
- [Graduate Student Center](#)
- [Hope for Stanley](#)
- [Housing and Residence Life](#)
- [Housing, off campus](#)
- [The Institute for Diversity and Ethics in Sport Diversity and Ethics in Sport](#)
- [Knights Email](#)
- [Library](#)
- [National Consortium for Academics and Sport](#)
- [NID Help](#)
- [Orlando International Airport](#)
- [Pathways to Success](#)
- [Recreation and Wellness Center](#)
- [Shuttles Parking Services](#)
- [Student Health Services](#)
- [Thesis and Dissertation \(ETD\)](#)
- [UCF Global](#)
- [University Writing Center](#)

## Grad Faculty

**Asterisk** = has previous committee experience, which qualifies the person to serve as chair, co-chair or vice chair.

### **Bukstein, Scott**

College: College of Business Administration

Disciplinary affiliations: Sport Business Management

Contact Info: [scott.bukstein@ucf.edu](mailto:scott.bukstein@ucf.edu)

### **Harrison, Carlton \***

College: College of Business Administration

Disciplinary affiliations: Sport Business Management

Contact Info: [kharrison@bus.ucf.edu](mailto:kharrison@bus.ucf.edu)

### **Lapchick, Richard \***

College: College of Business Administration

Disciplinary affiliations: Sport Business Management

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