



**ADDENDUM NO. 4**

**TO**

**2021-2022**

**KEISER UNIVERSITY GRADUATE SCHOOL CATALOG  
VOLUME 9, NO. 1, August 30, 2021**

**Effective January 1, 2022**

## KEISER UNIVERSITY GRADUATE SCHOOL CATALOG ADDENDUM

Keiser University continually reviews, improves and updates its programs, courses and curricula. It is incumbent on the University to reflect these revisions in its publications. The following *Addendum No. 4* represents additions, changes and deletions to the *2021-2022 Keiser University Graduate School Catalog*, Volume 9, No. 1, and is effective January 1, 2022.

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[Pg. 5, Table of Contents, Admissions](#)

*Under **Health Science**, add:*

Master of Science in Exercise and Sport Science

[Pg. 8, Table of Contents, Degree Requirements](#)

*Under **Health Science**, add:*

Master of Science in Exercise and Sport Science

[Pg. 9, Table of Contents, Program Descriptions](#)

*Under **Health Science**, add:*

Master of Science in Exercise and Sport Science

[Pg. 32, Program-Specific Admissions Requirements](#)

*Under **Health Sciences**, add:*

**MASTER OF SCIENCE IN EXERCISE AND SPORT SCIENCE**

*Required documents for admission are as follows:*

- Submission of a completed Graduate School Application.
- Submission of an unofficial transcript or copy of a foreign evaluation showing successful completion of a bachelor's degree with a completed graduate school application.
- Submission of official transcripts or original foreign evaluations showing successful completion of a bachelor's degree from an accredited college or university received within the first semester of enrollment.
- Two letters of recommendation received within the first semester of enrollment.
- Minimum GRE composite score of 1350 or MAT score at the 40th percentile received within the first semester of enrollment.
- Formal resume indicating education and complete work history.

[Pg. 110, Degree Requirements](#)

*Under **Health Sciences**, add:*

**REQUIREMENTS FOR MASTER OF SCIENCE IN EXERCISE AND SPORT SCIENCE**

To earn a Master of Science in Exercise and Sport Science degree from Keiser University, students must accomplish the following:

- Earn a minimum of 36 graduate semester credit hours
- Earn a minimum grade average of 3.0
- Have no more than two courses with a grade of “C”
- Complete the final

Pg. 121, Program Offerings by the Graduate School

Under **Flagship**, add:

	MS	Exercise and Sport Science	
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Pg. 144, Program Descriptions

Under **Health Science, under Master of Science Degrees**, add:

**EXERCISE AND SPORT SCIENCE**

*Program Description*

Keiser University’s Master of Science in Exercise and Sport Science is designed to provide students with the knowledge and skills needed for a professional career in the many fields associated with the Exercise and Sport Science industry. Providing opportunities to apply course related knowledge in advanced settings of the student’s choice, such as collegiate sports programs, rehabilitation clinics, and entrepreneurial fitness businesses.

*Program Objectives*

The following objectives are designed to meet Keiser University’s mission and goals:

- Providing opportunities to apply course related knowledge in advanced settings of the student’s choice, such as collegiate sports programs, rehabilitation clinics, and entrepreneurial fitness businesses.
- Guiding students through curricular and co-curricular projects that result in tangible scholarly outcomes and advanced practitioner skill sets.
- Conducting applied research that allows students a first-hand look at cutting-edge practices in human performance.
- Supporting student-driven investigations that result in both scientific evidence and real-world solutions.
- Providing exploratory investigations into lesser-known areas of practice and scholarship that prompt student reflection on what it means to be a leader in the field of Exercise and Sport Science.

*Program Outline*

To receive a Master of Science in Exercise and Sport Science degree, students must complete 36 graduate semester credit hours (30 credit hours must be completed at Keiser University) as described below. The length of this program is approximately 24 months (96 weeks) (this will vary if a student transfers in credits).

**Exercise and Sport Science Foundation Courses (24.0 credit hours)**

APK 613	Research Methods	3.0 credit hours
PET 597	Reflective Practice for Health and Fitness Professionals	3.0 credit hours
PET 535	Applied Neuromechanics	3.0 credit hours
PET 563	Applied Nutrition	3.0 credit hours
PET 585	Advanced Programming for Health and Human Performance	3.0 credit hours
PET 589	Physiology of Health and Fitness	3.0 credit hours
PET 515	Measurement and Evaluation in Exercise Science	3.0 credit hours
PET 645	Mixed Method Inquiry	3.0 credit hours

**Exercise and Sport Science Elective Courses (Choose Two) (6.0 credit hours)**

PET 537	Psychology of Sports behavior and Performance	3.0 credit hours
PET 637	Applied Sport Psychology	3.0 credit hours
PET 557	Environmental Physiology	3.0 credit hours
PET 572	Physical Activity and Public Health	3.0 credit hours
PET 610	Special Projects	3.0 credit hours
SMO 500	Sport Business Management	3.0 credit hours
SMO 530	Sport Marketing and Revenue Generation	3.0 credit hours

**Exercise and Sport Science Research Courses (Option A) (6.0 credit hours)**

PET 645	Case Study I	3.0 credit hours
PET 646	Case Study II	3.0 credit hours

**Exercise and Sport Science Research Courses (Option B) (3.0 credit hours)**

PET 671	Thesis I	3.0 credit hours
PET 672	Thesis II	3.0 credit hours

[Pg. 221, Course Descriptions](#)

*Add in the appropriate alphabetic order the following:*

APK613 (3.0 credit hours)

**Research Methods**

This course examines established research methods in the field of Exercise and Sport Science. Students will analyze, evaluate, and explain the strengths and limitations of these methods in building the scientific knowledgebase at the disciplinary level.

PET597 (3.0 credit hours)

**Reflective Practice for Health and Fitness Professionals**

This course investigates the role of Action Research methods as a means for independent practitioners to guide their own continuous learning. Students will apply these methods throughout the course to develop their skills as a reflective practitioner.

PET535 (3.0 credit hours)

**Applied Neuromechanics**

This course analyzes neuromuscular and mechanical principles governing human movement. Students will deduce potential problems of practice by applying these principles to real-world phenomena such as injury

and deficits in sports performance.

PET563 (3.0 credit hours)

**Applied Nutrition**

This course analyzes recent advances in nutritional science from the perspective of health and fitness practitioners. Students will apply nutritional science to real-world cases in a manner congruent with their chosen scope of practice.

PET589 (3.0 credit hours)

**Physiology of Health and Fitness**

This course provides an in-depth analysis of the effects of physical stress on the physiological systems. Students will investigate the mechanisms involved in both positive and negative outcomes from a variety of health- and performance-related cases.

PET515 (3.0 credit hours)

**Measurement and Evaluation in Exercise and Sport Science**

This course provides a categorical review of established methods for measuring and evaluating health and human performance. Students will practice various techniques that are most appropriate to their chosen career path.

PET585 (3.0 credit hours)

**Advanced Programming for Health and Performance**

This course will evaluate the processes and outcomes of benchmark rehabilitation and sport-specific programs. Students will apply the principles covered to develop exercise programs for improving health, fitness, and athletic performance in advanced professional settings.

PET645 (3.0 credit hours)

**Mixed Method Inquiry**

This course will examine the strengths and limitations of combining quantitative and qualitative research methods. Students will apply these methods to inform situational problems of practice.

PET537 (3.0 credit hours)

**Psychology of Sports Behavior and Performance**

This course analyzes scientific advances in the area of athletic behavior and performance mindset. Students will apply the principles covered to guide coaching strategies during training and competition.

PET637 (3.0 credit hours)

**Applied Sport Psychology**

This course analyzes various psychological practices intended to improve athletic performance. Students will practice selected strategies during labs that replicate advanced training and competition scenarios.

PET557 (3.0 credit hours)

**Environmental Physiology**

This course examines the relationships between the environment and human physiology. Students will analyze a variety of cases to predict the outcome on health and sports performance.

PET572 (3.0 credit hours)

**Mixed Method Inquiry**

This course examines the role physical activity in the health and wellness of society. Students will analyze common problems to identify potential causes of wellness-related disparities.

PET610 (3.0 credit hours)

**Special Projects**

This course provides an opportunity for students to observe a unique case or phenomenon under the guidance of an expert practitioner or researcher. Students will document and report their field experience in accordance with parameters set by their Institutional Review Board.

SMO500 (3.0 credit hours)

**Sport Business Management**

This course overviews the modern sport industry and examines the foundation for the multi-billion dollar industry. This course deliberates some of the socioeconomic, industrial, and technological movements that have contributed to the success of sports as entertainment. This course discusses the management theories that apply to the industry as well as the current business and social issues it faces. This course emphasizes the managerial and business skills required to operate successfully as a sport business leader.

SMO530 (3.0 credit hours)

**Sport Marketing & Revenue Generation**

This course provides the sport business manager with an overview of the major marketing issues facing the sport industry while introducing the principles of producing revenue for sport organizations. Attention is given to the history of sport marketing, principles of marketing applied to the sport industry, sport consumer behavior, research tools, corporate sponsorship, and evaluation of sport marketing programs. The course also focuses on planning, development, management, and implementation of strategies for successful fundraising events. This course offers a comprehensive overview of reaching consumers to positively impact revenue generating streams of ticket sales, concession sales, and merchandise sales among other areas.

PET645 (3.0 credit hours)

**Case Study I**

This course provides an overview of case study methods for examining a unique phenomenon or problem of practice. Students will develop a case study project and complete their data collection and analysis with the aim of informing a situational phenomenon.

PET646 (3.0 credit hours)

**Case Study II**

(Prerequisite: PET 645 Case Study I)

This course provides guidance on organizational reporting, delivering professional presentations, and disseminating information through public channels such as organizational websites and popular media. Students will complete and report the results of their case study under the guidance of their instructor.

PET671 (3.0 credit hours)

**Thesis I**

This course provides in-depth guidance on primary and secondary data collection and analysis. Students will develop a research project and complete their data collection and analysis with the aim of generalizing results to the greater population.

PET672 (3.0 credit hours)

**Thesis II**

(Prerequisite: PET 671 Thesis I)

This course provides in-depth guidance on scientific reporting and disseminating scientific findings through academic conferences and peer-reviewed journals. Students will complete their thesis and report the results under the guidance of their instructor.