

COURSE OUTLINE

Introduction to Sport Management

Course Description

BA 231. Introduction to Sport Management. 3 hours credit. This course will enable the student to gain an understanding of sport management as both an academic major and as a professional endeavor. The student will learn about current issues and the skills and knowledge required to be a successful manager in the field of sport management.

Course Relevance

The principles learned in this course will prepare the student for managing diverse sporting organizations. The principles learned in this course are relevant to various sport related organizations and activities such as amateur and professional athletic programs, sport tourism, event management, and sport marketing.

Required Materials

Parks, J.B. (2007). *Contemporary sport management*. (3rd ed.). Champaign, IL: Human Kinetics.

Learning Outcomes

The intention is for the student to be able to

1. Describe career options in the sport management field
2. Explain skills and knowledge required for success in sport management
3. Identify current issues in sport management

Learning PACT Skills that will be DEVELOPED and/or documented in this course

Through the student's involvement in this course, he/she will develop his/her ability in the following PACT skill areas:

Analytical Thinking Skills

1. Critical Thinking
 - Through written assignments, case studies, and class discussion, the student develops critical analysis of the issues involved in sport management situations

Major Summative Assessment Task(s)

These learning outcomes and the Learning PACT skills will be demonstrated by

1. Preparing a major case study that indicates ability to apply concepts discussed in class to a real world career situation

Course Content

- I. Themes – Key recurring concepts that run throughout this course:
 - A. Management and leadership
 - B. Sport as a business
- II. Issues – Key areas of conflict that must be understood in order to achieve the intended outcome:

- A. Uniqueness of differing types of sport business
- B. Traditional business elements as they relate to sports
- III. Concepts – Key concepts that must be understood to address the issues:
 - A. Professional versus amateur sport management
 - B. Sport marketing, sport finance, sport consumer behavior, sport management
- IV. Skills/Competencies – Actions that are essential to achieve the course outcomes:
 - A. Provide critical analysis of real life sport management strategies
 - B. Utilize tools and concepts covered in class

Learning Units

- I. Dimensions of sport management
 - A. Definition of sport management
 - B. Unique aspects of sport management
 - C. Careers in sport management
- II. Intercollegiate athletics
 - A. Governance of intercollegiate athletics
 - B. Intercollegiate athletics administration
- III. Professional sport
 - A. History of professional sport
 - B. Revenue sources for professional sport
 - C. Challenges facing professional sport
- IV. Sport management agencies
 - A. Types of agencies
 - B. Functions of agencies
- V. Sport tourism
 - A. Definition of sport tourism
 - B. Impact of sport tourism
- VI. Sport marketing
 - A. The sport marketing plan
 - B. Social responsibility in sport marketing
- VII. Sport consumer behavior
 - A. Influences on the sport consumer
 - B. Consumer decision making in sport
- VIII. Sport public relations
 - A. Media relations
 - B. Community relations
 - C. Communications technology
- IX. Sport finance

- A. Economics of sport
- B. Financial management

- X. Sport management and leadership
 - A. Organizational effectiveness in sport
 - B. Strategic management in sport
 - C. Leadership and culture change in sport

- XI. Facility and event management
 - A. Issues in facility and event management
 - B. Risk assessment

- XII. Legal issues in sport management
 - A. Basic legal considerations
 - B. Federal and state legislation
 - C. Unique issues related to sport management

- XIII. Ethical issues in sport management
 - A. Defining values in sport
 - B. Existentialism and work

- XIV. Sociological issues in sport management
 - A. Social significance of sport
 - B. Benefits and detriments of sport on society
 - C. Implications for sport managers

Learning Activities

Learning activities will be assigned to assist the student to achieve the intended learning outcomes through lecture, instructor-led class discussion, guest speakers, group activities, drills/skill practice, hands-on experience at local sporting events and others at the discretion of the instructor.

Grade Determination

The student will be graded on learning activities and assessment tasks. Grade determinants may include the following: daily work, quizzes, chapter or unit tests, comprehensive examinations, student projects, class participation, and other methods of evaluation employed at the discretion of the instructor.