

KIN G279: SPORTS MANAGEMENT

Item	Value
Curriculum Committee Approval Date	10/19/2021
Top Code	083500 - Physical Education
Units	3 Total Units
Hours	54 Total Hours (Lecture Hours 54)
Total Outside of Class Hours	0
Course Credit Status	Credit: Degree Applicable (D)
Material Fee	No
Basic Skills	Not Basic Skills (N)
Repeatable	No
Open Entry/Open Exit	No
Grading Policy	Standard Letter (S)

Course Description

This course covers the professional skills and mindset of successful sport managers including community and youth sport, intercollegiate sport, professional sport, facility and event management and legal considerations in sport management. Transfer Credit: CSU.

Course Level Student Learning Outcome(s)

1. Course Outcomes
2. Identify competencies and knowledge needed to be successful sport management professionals in a variety of settings.
3. Examine and compare scenarios encountered as a sports management professional.
4. Analyze situations and apply the principles of leadership skills and behaviors related to sports management.

Course Objectives

- 1. Identify revenue sources for a sport.
- 2. Assess the job opportunities in various levels of sports management.
- 3. Outline the basic principles and organization of sports.
- 4. Identify factors related to sport managerial skills, leadership, and decision making.

Lecture Content

Managing Sport Defining Sport and Sport Management Nature and Scope of the Sport Industry Sport Management Competencies Future Challenges and Opportunities Developing a Professional Perspective Professional Preparation Professional Attitude Career Planning and Management Information for Occupational Success Historical Aspects of the Sport Business Industry Historical Aspects of Commercialization in Sport Historical Aspects of the Sport Market Critical Thinking in the History of the Sport Business Industry Ethics in the History of the Sport Business Industry Management Concepts and Practice in Sport Organizations Organization Defined Organizational Environment Organizational Effectiveness Organizational Structure Structure and Design of Sport Organizations Organizational Culture Organizational Change Managing and Leading in Sport Organizations Management

Functions Managerial Skills Leadership Decision Making, Authority, and Power Organizationall Diversity Community and Youth Sport Origins and History of Community and Youth Sport Size and Scope of Community Sport Types of Community Sport Organizations Management Challenges Adult and Youth Community Sport Offerings Interscholastic Athletics Arrival of Interscholastic Athletics Governance of Interscholastic Athletics Value of Interscholastic Athletics Operating Models Careers in Interscholastic Athletics Issues facing Interscholastic Athletics Intercollegiate Athletics Origins of Intercollegiate Athletics Governance College Sport Finance Intercollegiate Athletics Administrators Professional Sport Historical and Unique Aspects of Professional Sport Revenue Sources for Professional Sport teams Future Challenges Facing Professional Sport Teams Career Opportunities in Professional Sport Sport Management and Marketing Agencies Functions of Sport Management and Marketing Agencies Types of Sport Management and Marketing Agencies Careers in Agencies Sport Marketing Defining Sport Marketing Importance of Market Research Overview of Finance and Economics in the Sport Industry Current Financial Situation of US Professional Sport Current Financial Situation of US College Athletics Overview of Economics of Sport Overview of Financial Management in Sports Organizations Sources of Revenues and Expenses for Sport Organizations Careers in Financial Management for Sports Organizations Sport Facility and Event Management Types of Facilities Facility Management Event Management Importance of Legal Considerations in Sport Management Basics of Law Concepts US Constitution Federal Legislation State Legal Systems Summary of Sport Law Components Future Challenges A North American Perspective on International Sport What is International Sport Expansion of International Sport Current Issues in International Sport Essentials for Aspiring International Sport Managers Forecasting the Future: International Sport 2017 and Beyond

Method(s) of Instruction

- Lecture (02)
- DE Live Online Lecture (02S)
- DE Online Lecture (02X)

Instructional Techniques

Methods of Instruction may include but are not limited to the following: Lecture, Power Point Presentations, Videos, Guest Speakers, Small Group Discussions, Off-Campus Visitation Assignments, Supplemental Readings.

Reading Assignments

Students will spend time each week reading from the textbook and articles from peer review journals and research articles.

Writing Assignments

Write an organizational plan for coaching staff, equipment purchase, practice facility rental and budgeting including fund-raising.

Out-of-class Assignments

Students will spend time each week completing individual and group written assignments and homework assignments to emphasis course topics.

Demonstration of Critical Thinking

Read, research and analyze various sports management working environments and sports management occupational trends.

Required Writing, Problem Solving, Skills Demonstration

Written essay exams.

Eligible Disciplines

Health: Master's degree in health science, health education, biology, nursing, physical education, kinesiology, exercise science, dietetics, or nutrition OR bachelor's degree in any of the above AND master's degree in public health, or any biological science OR the equivalent.

Master's degree required. Physical education: Master's degree in physical education, exercise science, education with an emphasis in physical education, kinesiology, physiology of exercise, or adaptive physical education, OR bachelor's degree in any of the above AND master's degree in any life science, dance, physiology, health education, recreation administration, or physical therapy OR the equivalent. Master's degree required.

Textbooks Resources

1. Required Paul Pedersen, Lucie Thibault . Contemporary Sport Management, 5th ed. Human Kinetics, 2014