

# KIN A279: SPORTS MANAGEMENT

Item	Value
Curriculum Committee Approval Date	12/05/2018
Top Code	083520 - Fitness Trainer
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
Grading Policy	Standard Letter (S)

## Course Description

This introductory course will expose students to the business structures of the recreational, high school, collegiate and professional sports industry. Discussion of sports management career opportunities will be included. Transfer Credit: CSU.

## Course Level Student Learning Outcome(s)

1. Outline the basic principles and organization of sports.
2. Students will assess the job opportunities in various levels of sports management.

## Course Objectives

- 1. Describe an organizational plan for facilities, equipment, and additional supplies.
- 2. Implement evaluation procedures for routine testing, exercise programs, and risk factor education.
- 3. Identify safety requirements of equipment and facilities.
- 4. Develop a budget and identify revenue sources for a variety of sports.
- 5. Explain the legal concepts of negligence, liability, consent, contracts, and confidentiality by writing an essay on a main stream sports hot topic.
- 6. . Develop a business and marketing plan for a sports organization.
- 7. Students will apply interpersonal and professional skills on a field trip to a professional or intercollegiate stadium.
- 8. Students will evaluate each other in an interview and resume project

## Lecture Content

LECTURE CONTENT: A. Managing Sport 1. Defining Sport and Sport Management 2. Nature and Scope of the Sport Industry Sport Management Competencies 3. Future Challenges and Opportunities B. Developing a Professional Perspective 1. Professional Preparation 2. Professional Attitude 3. Career Planning and Management 4. Information for Occupational Success C. Historical Aspects of the Sport Business Industry 1. Historical Aspects of Commercialization in Sport 2. Historical Aspects of the Sport Market 3. Critical Thinking in the History of the Sport Business Industry 4. Ethics in the History of the Sport Business

Industry D. Management Concepts and Practice in Sport Organizations 1. Organization Defined 2. Organizational Environment 3. Organizational Effectiveness 4. Organizational Structure 5. Organizational Design 6. Structure and Design of Sport Organizations 7. Organizational Culture 8. Organizational Change E. Managing and Leading in Sport Organizations 1. Theoretical Approaches to Management 2. Management Functions 3. Managerial Skills 4. Leadership 5. Decision Making, Authority, and Power 6. Human Resource Management 7. Organizational Diversity F. Community and Youth Sport 1. Origins and History of Community and Youth Sport 2. Size and Scope of Community Sport 3. Types of Community Sport Organizations 4. Management Challenges 5. Adult and Youth Community Sport Offerings G. Interscholastic Athletics 1. Arrival of Interscholastic Athletics 2. Governance of Interscholastic Athletics 3. Value of Interscholastic Athletics 4. Operating Models 5. Careers in Interscholastic Athletics 6. Issues facing Interscholastic Athletics H. Intercollegiate Athletics 1. Origins of Intercollegiate Athletics Governance 2. College Sport Finance 3. Intercollegiate Athletics Administrators I. Professional Sport 1. Historical and Unique Aspects of Professional Sport 2. Revenue Sources for Professional Sport teams 3. Future Challenges Facing Professional Sport Teams 4. Career Opportunities in Professional Sport J. Sport Management and Marketing Agencies 1. Functions of Sport Management and Marketing Agencies 2. Types of Sport Management and Marketing Agencies 3. Careers in Agencies K. Sport Marketing 1. Defining Sport Marketing 2. Developing a Sport Marketing Plan 3. Market Research L. Finance and Economics in the Sport Industry 1. Current Financial Situation of US Professional Sport 2. Current Financial Situation of US College Athletics 3. Economics of Sport 4. Overview of Financial Management 5. Sources of Revenues and Expenses for Sport Organizations 6. Careers in Financial Management for Sports Organizations M. Sport Facility and Event Management 1. Types of Facilities 2. Facility Management 3. Event Management N. Legal Considerations in Sport Management 1. Basics of Law 2. US Constitution 3. Federal Legislation 4. State Legal Systems 5. Summary of Sport Law Components 6. Future Challenges O. A North American Perspective on International Sport 1. What is International Sport 2. Expansion of International Sport 3. Current Issues in International Sport 4. Essentials for Aspiring International Sport Managers 5. Forecasting the Future: International Sport 2017 and Beyond

## Lab Content

See Course Content.

## 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 approximately 4 hours a week reading from the text book and articles from peer reviewed journals and research articles

## Writing Assignments

Students will spend approximately 1 – 2 hours per week be required to complete written assignments

## **Out-of-class Assignments**

Students will spend approximately 1 – 2 hours a week completing individual and group written assignments; homework assignments to emphasis course topics.

## **Demonstration of Critical Thinking**

Written essay examinations. Written Business Plan. 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**

Kinesiology: Masters degree in kinesiology, physical education, exercise science, education with an emphasis in physical education, kinesiology, physiology of exercise, or adaptive physical education OR Bachelors degree in any of the above AND Masters degree in any life science, dance physiology, health education, recreation administration or physical therapy OR the equivalent. Physical education: Masters degree in physical education, exercise science, education with an emphasis in physical education, kinesiology, physiology of exercise, or adaptive physical education, OR bachelors degree in any of the above AND masters degree in any life science, dance, physiology, health education, recreation administration, or physical therapy OR the equivalent. Masters degree required.

## **Textbooks Resources**

1. Required Pedersen, P., Lucie T.. Contemporary Sports Management, 6th Ed ed. HUman Kinetics , 2019

## **Other Resources**

1. Selected handout materials to be provided and distributed by the instructor.