

COURSE SYLLABUS

LAST REVIEW	Spring 2021
COURSE TITLE	Introduction to Sports Management
COURSE NUMBER	BUSN 0215
DIVISION	Math, Science, Business & Technology
DEPARTMENT	Business
CIP CODE	24.0101
CREDIT HOURS	3
CONTACT HOURS/WEEK	Class: 3
PREREQUISITES	None
COURSE PLACEMENT	None

COURSE DESCRIPTION

This course is an introduction to the basic fundamental knowledge and skill sets of the sports manager, as well as providing information on sport industry segments. By learning about the different segments of the sport industry students will gain insights as to the possibilities of a career in sports management.

TEXTBOOKS

<http://kckccbbookstore.com/>

METHODS OF INSTRUCTION

A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, panels, conferencing, performances, and learning experiences outside the classroom. Methodology will be selected to best meet student needs.

COURSE OUTLINE

- I. Foundations of Sport Management
 - A. History of Sport Management
 - B. Management Principles
 - C. Marketing Principles
 - D. Financial and Economic Principles
 - E. Legal Principles
 - F. Ethical Principles
- II. Amateur Sport Industry
 - A. High School and Youth Sports
 - B. Collegiate Sport

- C. International Sport
- III. Professional Sport Industry
 - A. Professional Sport
 - B. Sport Agency
- IV. Sport Industry Support Segments
 - A. Facility Management
 - B. Event Management
 - C. Sport Sales
 - D. Sport Sponsorship
 - E. Sport Communications
 - F. Sport Broadcasting
 - G. The Sporting Goods and Licensed Products Industries
- V. Lifestyle Sports
 - A. The Health and Fitness Industry
 - B. Recreational Sport
- VI. Career Preparation
 - A. Strategies for Career Success

COURSE LEARNING OUTCOMES

Upon successful completion of this course, the student will:

- A. Be able to describe the history of sport management and its principles.
- B. Be able to discuss the areas of the amateur sport industry.
- C. Be able to explain the professional sport industry.
- D. Be able to describe and explain the sport industry support segments.
- E. Be able to summarize lifestyle sports.
- F. Be able to discuss strategies for career success in sport management.

ASSESSMENT OF COURSE LEARNING OUTCOMES

Student progress is evaluated through both formative and summative assessment methods. Specific details may be found in the instructor's course information document.

COLLEGE POLICIES AND PROCEDURES

Student Handbook

<https://www.kckcc.edu/files/docs/student-resources/student-handbook-and-code-of-conduct.pdf>

College Catalog

<https://www.kckcc.edu/academics/catalog/index.html>

College Policies and Statements

<https://www.kckcc.edu/about/policies-statements/index.html>

Accessibility and Accommodations

<https://www.kckcc.edu/academics/resources/student-accessibility-support-services/index.html>.