1. **COURSE TITLE\*:** Principles of Sport Management
2. **CATALOG – PREFIX/COURSE NUMBER/COURSE SECTION\*:** HFES 1180
3. **PREREQUISITE(S)\*:** None **COREQUISITE(S)\*:** None
4. **COURSE TIME/LOCATION/MODALITY: (*Course Syllabus – Individual Instructor Specific*)**
5. **CREDIT HOURS\*: 3 LECTURE HOURS\*: 3**

**LABORATORY HOURS\*: 0 (contact hours) OBSERVATION HOURS\*: 0**

1. **FACULTY CONTACT INFORMATION: *(Course Syllabus – Individual Instructor Specific)***
2. **COURSE DESCRIPTION\*:** This course is an introduction to the profession of sport management. It discusses basic philosophy and principles of sport at all levels. The term *sport* refers to all recreational and competitive sports and exercise/fitness activities. *Management* encompasses the activities associated with administration, supervision, and leadership.
3. **LEARNING OUTCOMES\*:**
4. Demonstrate a strong knowledge foundation of the sports industry
5. Identify and explain all segments of the sports industry in the United States and internationally
6. Apply management, marketing, financial, sociological, and legal principles to the management of sports facilities, events and organizations
7. Discuss the current status and various challenges to sport at the recreations, youth, interscholastic, intercollegiate, and professional levels
8. Explain the key components to the expanding field of sport event management
9. **ADOPTED TEXT(S)\*:**

Masteralexis, L. P., & Hums, M. A. (2024). *Principles and Practice of Sport Management* with Navigate Advantage Access (7th ed.). Jones & Bartlett Learning ISBN: 9781284254303

**9a: SUPPLEMENTAL TEXTS APPROVED BY FULL TIME DEPARTMENTAL FACULTY (INSTRUCTOR MUST NOTIFY THE BOOKSTORE BEFORE THE TEXTBOOK ORDERING DEADLINE DATE PRIOR TO ADOPTION) \*\*\*.** None

1. **OTHER REQUIRED MATERIALS: (SEE APPENDIX C FOR TECHNOLOGY REQUEST FORM.)\*\*** None
2. **GRADING SCALE\*\*\*:**

Grading will follow the policy in the catalog. The scale is as follows:

A: 90 – 100

B: 80 – 89

C: 70 – 79

D: 60 – 69

F: 0 – 59

1. **GRADING PROCEDURES OR ASSESSMENTS: (*Course Syllabus – Individual Instructor Specific)***

|  |  |  |
| --- | --- | --- |
| *Category* | ***EXAMPLE ONLY***  *Total Points* | *% of Grade* |
| Chapter Assignments (14x20) | 280 | 28% |
| Quizzes (14x10) | 140 | 14% |
| Exams (2x150) | 300 | 30% |
| Course Assignments (4x70) | 280 | 28% |
| Total | 1,000 | 100% |
|  |  |  |
|  |  |  |

1. **COURSE METHODOLOGY: *(Below are some example.)***

* Lectures
* Class Discussions
* Exams and Quizzes
* Case Studies
* Projects
* Chapter Assignments

**14. COURSE OUTLINE: *(Course Syllabus – Individual Instructor Specific)***

***(Below is an example syllabus.)***

|  |  |
| --- | --- |
| **Week** | **Topic** |
| 1 | Chapter 2: Management Principles Applied to Sport Management (LOs 1, 3, 4)  Definition and History of Management Principles  Functional Areas of Management  Management Skills  Current Issues in Sport Management  Chapter Assignments  Quiz 1 |
| 2 | Chapter 3: Marketing Principles Applied to Sport Management (LOs 1,3, 4)  What Is Sport Marketing?  Historical Development of Sport Marketing  Key Sport Marketing Concepts  Key Skills in Marketing  Current Issues in Sports Marketing  Chapter Assignments  Quiz 2 |
| 3 | Chapter 4: Financial and Economic Principles Applied to Sport Management (LOs 1,3, 4)  Key Concepts in Financial/Economic Principles Applied to Sport Management  Key Skills in Financial and Economic Principles in Sport Management  Current Issues in Financial and Economic Principles in Sport Management  Chapter Assignments  Quiz 3  **Course Assignment #1 due** |
| 4 | Chapter 5: Legal Principles Applied to Sport Management (LOs 1,3,4)  History of Legal Principles Applied to Sport Management  Key Concepts in Legal Principles Applied to Sport Management  Key Skills in Legal Principles Applied to Sport Management  Current Issues in Legal Principles Applied to Sport Management  Chapter Assignments  Quiz 4 |
| 5 | Chapter 6: Ethics in Sport Management (LOs 1,3,4)  Ethical Considerations in Sport Management  Morality on Sport Management  Key Skills with Ethics in Sport Management  Chapter Assignments  Quiz 5 |
| 6 | Chapter 20: Recreation and Golf Club Management (LOs 1, 2,3,4,5)  History of Recreation and Golf Club Management  Segments of the Recreation Industry  Current Trends in the Recreation Industry  Career Opportunities and Strategies for Entering the Field  Current Issues in Recreation and Golf Club Management  Chapter Assignments  Quiz 6  **Course Assignment #2 due** |
| 7 | Chapter 18: Sport Broadcasting, Communications, and Media Relations (LOs 1,2,3,4,5)  History of Sport Broadcasting, Communications, and Media Relations  Media Relations Activities  Legal and Ethical Issues  Career Opportunities in Sport Broadcasting, Communications, and Media  Chapter Assignments  Quiz 7 |
| 8 | Review for Mid-Term Exam (LOs 1,2,3,4,5)  Exam will cover material from the first seven weeks of the course.  **Midterm Exam** |
| 9 | Chapter 7: High School and Youth Sport (LOs 2,3,4,5)  History of High School and Youth Sports  Governance of High School and Youth Sports  Career Opportunities  Application of Key Principles of Sport Management  Chapter Assignments  Quiz 8 |
| 10 | Chapter 8: Collegiate Sport (LOs 2,3,4,5)  History of College Sports  Organization and Structure of Collegiate Sports  Career Opportunities  Current Issues in College Sports  Chapter Assignments  Quiz 9  **Course Assignment #3 due** |
| 11 | Chapter 9: International Sport (LOs 2,3,4,5)  The Olympic Movement  International Professional Sport  Career Opportunities in International Sport  Current Issues in International Sport  Chapter Assignments  Quiz 10 |
| 12 | Chapter 10: Professional Sport (LOs 1,2,3,4,5)  History of Professional Sport  Key Concepts of Professional Sport  Career Opportunities in Professional Sport  Current Issues in Professional Sport  Chapter Assignments  Quiz 11 |
| 13 | Chapter 13: Facility Management (LOs 1,2,3,4,5)  History of Facility Management  Types of Public Assembly Facilities  Types of Events  Facility Financing/Cities Subsidizing Sport Facilities  Facility Marketing  Career Opportunities in Sport Facilities  Current Issues in Sport Facilities  Chapter Assignments  Quiz 12  **Course Assignment #4 due** |
| 14 | Chapter 14: Event Management (LOs 1,2,3,4,5)  History of Event Management  Sports Marketing and Event Management Agencies  Critical Even Management Functions  Current Opportunities in Event Management  Current Issues in Even Management  Chapter Assignments  Quiz 13 |
| 15 | Chapter 21: Strategies for Career Success (LOs 1,2,3,4,5)  The Reality of a Career in Sport Management  Career Preparation  Developing a Personal Brand  Chapter Assignments  Quiz 14  Review for Final Exam |
| 16 | **Final Exam** (will cover weeks 9 through 15) |

**15. SPECIFIC MANAGEMENT REQUIREMENTS\*\*\*:** None

**16. FERPA: \***

Students need to understand that their work may be seen by others. Others may see students’ work when being distributed, during group project work, or if it is chosen for demonstration purposes. Students also need to know that there is a strong possibility that their work may be submitted to other entities for the purpose of plagiarism checks.

**17. ACCOMMODATIONS: \***

Students requesting accommodations may contact Ryan Hall, Accessibility Coordinator at rhall21@sscc.edu or 937-393-3431, X 2604.

Students seeking a religious accommodation for absences permitted under Ohio’s Testing Your Faith Act must provide the instructor and the Academic Affairs office with written notice of the specific dates for which the student requires an accommodation and must do so no later than fourteen (14) days after the first day of instruction or fourteen (14) days before the dates of absence, whichever comes first. For more information about Religious Accommodations, contact Ryan Hall, Accessibility Coordinator at [rhall21@sscc.edu](mailto:rhall21@sscc.edu) or 937-393-3431 X 2604.

**18. OTHER INFORMATION\*\*\*:** Below are examples of possible Course Assignments for this course.

**Assignment #1**

1. Identify your dream entry-level job in the sports industry (the job you would like to get upon graduation). Also identify your career dream job (the job you want your career path to ultimately take you to).

You can be as specific (“Commissioner of the NBA”) or as general (“Assistant Athletic Director”) as you wish. For both jobs:

* 1. What are two reasons you consider these your dream jobs?
  2. What key skills (as defined in the text) do you possess that make you think you can handle the job? What are you doing right now (or plan to do in the future) to prepare for the job?

2. Go online and find an article on the background of a specific sport industry professional.

1. Describe this person’s career path.
2. What is their educational background?
3. What are their primary job duties?
4. Why did you choose this person?

**Assignment #2**

Prepare a SWOT analysis of a sport organization or facility, such as one of the following:

* Professional, college, or high school team
* Professional, college, or high school stadium or arena
* Sport retailer (e.g., health club, tennis center, golf course, bowling center, sporting goods store)
* Sporting goods manufacturer (e.g., Reebok, Callaway Golf, Brine)
* League (e.g., NHL, PGA, WNBA)
* Sport organization (e.g., USTA, USGA, WSF, USOPC)

For tips on preparing the SWOT analysis and a couple of samples, go to this website:

http://ctb.ku.edu/en/table-of-contents/assessment/assessing-community-needs-and-resources/swot-analysis/main

The analysis should be 2–3 pages. If you use outside sources, please cite them using APA Seventh Edition format, and include a list of references at the end of your assignment. For a basic tutorial on APA, go to this website:

https://owl.english.purdue.edu/owl/resource/560/01/

There are many SWOT analyses available online, and I will be checking your assignment for originality. Any cases of plagiarism will be dealt with as outlined previously.

**Assignment #3**

Identify an event that has occurred in the past year that created an ethical dilemma in sport.

1. Describe the event and discuss why, in your opinion, it was an unethical decision or action. You should find an article that contemporaneously describes the event that you can refer to.
2. Discuss the pressures that you believe led the person to make the decision or take the action. Could the person’s superior, league, governing body, or teammates have done anything differently before the fact that might have led the person down a different path?

Please do not divide your paper up into these two parts, but rather try to integrate it all into one cohesive essay.

**Assignment #4**

1. Explain the structure of the Olympic Movement, being sure to explain the role of and the interdependence of the IOC, the NOCs, the IFs, the NGBs, and the OCOGs.
2. Many of you might want to be an athletic director one day. Given what you learned in the chapter and what is going on in the business landscape of college sport today, what do you think are the two biggest issues facing Division I college athletic directors today? Why did you choose these two? Now do some background work and see what you think are the two biggest issues facing Division III athletic directors. Contrast and compare the two divisions.

**Assignment #5**

Pick one of the following professional sports leagues: NFL, MLB, NBA, NHL, MLS, WNBA, NASCAR, PGA Tour, LPGA Tour, WTA Tour, or ATP Tour. Answer the following questions:

1. When was the league originally formed?
2. a. For team sports: How many teams were there at the time compared to how many there are today?

b. For individual sports: How many annual events did the league stage at the time compared to how many there are today?

1. a. For team sports: Describe the extent to which the teams share revenue and describe any restrictions on player pay (salary caps, luxury taxes, etc.).

b. For individual sports: Examine the most recent year’s prize list. How much did the first, second, 10th, and 50th players get?

1. Describe the league’s current media rights deal. What network(s) is the sport shown on, and approximately how much revenue does the league get from the national TV deal?

5. Identify the major corporate sponsors for the league or individual sport you chose.

**Assignment #6**

Gather information about a stadium or arena that is currently under construction or has opened in the past year.

Write an essay describing the new facility, with a focus on construction and design issues. Identify the architect(s), contactors, costs, timeline, features, surrounding community improvements, etc.

Feel free to include pictures and/or diagrams, and display data in tables if you think it is appropriate. For an assignment like this, I would expect at least one picture or diagram of the facility at a minimum.

**Assignment #7**

Visit the official website of any Big Four professional team—examples: Yankees, Mets, Chiefs, Bears, Islanders, Lightning, Celtics, or Pelicans.

1. Examine the home page and list all the corporate advertisers you see. Are they primarily local businesses or national businesses? Are any of them companies whose products you buy?
2. Find a community relations event that the team has scheduled or has completed, and describe it. Are any going on near where you live (or near school if you live on campus)?
3. Identify at least one employment or internship opportunity that the team is offering.
4. Find the link to buy tickets. Describe the ticket price structure. Be complete as possible, making sure to include location pricing, season ticket pricing, “premium game” seat pricing, etc.
5. Describe anything on the site especially for kids. Why is this important to have on a website?
6. If there is one thing you would change about the website, what would it be? Explain your reasoning.

**Assignment #8**

Choose a minor league baseball, hockey, or basketball team and find the following information. If you use outside sources, list them at the end of your assignment (you do not have to list the team’s own website; I assume that you will all use that to start).

1. Give a brief history of the franchise, identify whether the team has a working agreement with a major league (MLB, NHL, NBA) franchise, and identify the ownership.
2. Choose one of the front office employees and report on their background, and how long they have had their position. What specific career progression steps would someone like yourself or another student who is aspiring to that position have to take over the next few years to achieve the goal of getting that job?
3. Identify some of the promotions the team has used from the past or the upcoming season. Are they similar or different to promotions used by major league franchises? Explain.
4. Describe the team’s facility. Include any information you feel is important or unique.

**Assignment #9**

1. Submit your current résumé. You should have already had it reviewed by staff at the Career Center or a program faculty member.
2. Revisit assignment #1. Has your “dream job” changed after completing this course? Discuss in a one-page essay.

**SYLLABUS TEMPLATE KEY**

**\*** Item cannot be altered from that which is included in the master syllabus approved by the Curriculum Committee.

**\*\*** Any alteration or addition must be approved by the Curriculum Committee

**\*\*\*** Item should begin with language as approved in the master syllabus but may be added to at the discretion of the faculty member.