Number: KIN G279  
TITLE: Sports Management

ORIGINATOR: Nicholas Mitchell  
EFF TERM: Fall 2019

FORMERLY KNOWN AS:

DATE OF OUTLINE/REVIEW: 11-06-2018

TOP NO: 0835.00

CROSS LISTED COURSE:

TOP NO:

CID:

SEMESTER UNITS: 3.0

HRS LEC: 54.0  
HRS LAB: 0.0  
HRS OTHER: 0.0

CONTACT HRS TOTAL: 54.0

STUDY NON-CONTACT HRS RECOMMENDED: 108.0

CATALOG 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.

JUSTIFICATION FOR COURSE:

The department is looking to increase its offerings. The department is also planning on creating a
certificate in coaching and/or certificate in personal training.

PREREQUISITES:

COREQUISITES:

ADVISORIES:

ASSIGNED DISCIPLINES:

Health

Physical education

MATERIAL FEE: Yes [ ] No [X] Amount: $0.00

CREDIT STATUS: Noncredit [ ] Credit - Degree Applicable [X] Credit - Not Degree Applicable [ ]

GRADING POLICY: Pass/No Pass [ ] Standard Letter [X] Not Graded [ ] Satisfactory Progress [ ]

OPEN ENTRY/OPEN EXIT: Yes [ ] No [X]

TRANSFER STATUS: CSU Transferable[X]  UC/CSU Transferable[ ]  Not Transferable[ ]

BASIC SKILLS STATUS: Yes [ ] No [X]  LEVELS BELOW TRANSFER: Not Applicable

CALIFORNIA CLASSIFICATION CODES: Y - Not Applicable

NON CREDIT COURSE CATEGORY: Y - Not applicable, Credit Course

OCCUPATIONAL (SAM) CODE: E

REPEATABLE ACCORDING TO STATE GUIDELINES: No [X]  Yes [ ] NUMBER REPEATS:

REQUIRED FOR DEGREE OR CERTIFICATE: No [ ] Yes [X]

We are planning on developing a certificate in coaching and/or certificate in personal training.

GE AND TRANSFER REQUIREMENTS MET:

COURSE LEVEL STUDENT LEARNING OUTCOME(S) Supported by this course:
1. Demonstrate adequate knowledge and competencies needed to be successful sport management professionals in a variety of settings.

2. Apply critical thinking and reasoning skills as sport management professionals.

3. Apply knowledge and skills learned throughout the curriculum in real world settings.

4. Analyze situations and apply the principles of appropriate leadership skills and behaviors related to sports management and sport leadership responsibilities.

**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 effective sport managerial skills, leadership, and decision making.

**COURSE 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. Structure and Design of Sport Organizations
   6. Organizational Culture
   7. Organizational Change

E. Managing and Leading in Sport Organizations
   1. Management Functions
   2. Managerial Skills
   3. Leadership
   4. Decision Making, Authority, and Power
   5. 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
Governance of Interscholastic Athletics
Value of Interscholastic Athletics
Operating Models
Careers in Interscholastic Athletics
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. Importance of Market Research

L. Overview of Finance and Economics in the Sport Industry
   2. Current Financial Situation of US College Athletics
   3. Overview of Economics of Sport
   4. Overview of Financial Management in Sports Organizations
   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. Importance of Legal Considerations in Sport Management
   1. Basics of Law Concepts
   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

METHODS OF INSTRUCTION:
   A. Lecture:
   B. Online:
   C. Independent Study:
   D. Hybrid:
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.

COURSE ASSIGNMENTS:
  Reading Assignments
  Students will spend time each week reading from the textbook and articles from peer review journals and research articles.
  
  Out-of-class Assignments
  Students will spend time each week completing individual and group written assignments and homework assignments to emphasis course topics.
  
  Writing Assignments
  Write an organizational plan for coaching staff, equipment purchase, practice facility rental and budgeting including fund-raising.

METHODS OF STUDENT EVALUATION:
Final Exam
Short Quizzes
Written Assignments
Essay Examinations
  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.

TEXTS, READINGS, AND RESOURCES:
  TextBooks:

LIBRARY:
  Adequate library resources include: Print Materials
  Non-Print Materials
  Online Materials
  Comments:

Attachments:
  Attached Files