



MERCER
COUNTY COMMUNITY COLLEGE

COURSE OUTLINE

Course Number	Course Title	Credits
BUS 102	Introduction to Sport Management	3
Hours: Lecture/Lab/Other 3/0/0	Pre-requisite ENG 101	Implementation Semester & Year Fall 2023

Catalog description:

This course examines issues that impact the world of sports and management. This course examines how issues such as the complexity of leadership, group dynamics, strategic planning, risk management, current social issues, Title IX, and Master Planning affects professional, intercollegiate, youth and other areas of sport. 3 lecture hours

General Education Category:

Not GenEd

Course coordinator:

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Required texts & Other materials:

Principles and Practice of Sport Management, Sixth Edition, Masteralexis, Barr, Hums, 2018

Course Student Learning Outcomes (SLO):

Upon successful completion of this course, the student will be able to:

1. Understand the history of sport and how it relates to current management issues **(ILG 5,7; PLO 3)**
2. Demonstrate strategic thinking and planning that contribute to successful sport organizations **(ILG 11; PLO 1, 2)**
3. Analyze risk as it relates to management of sports teams and organizations **(ILG 11; PLO 4)**
4. Understand the socio-economic impact of the sports business internationally **(ILG 5,8; PLO 3)**
5. Analyze the complex role of sports leadership and group dynamics in teams and organizations **(ILG 5,9; PLO 4)**
6. Understand the organizational structure, practices and issues in Youth, High School, Intercollegiate, Professional and International Sport **(ILG 11; PLO 4)**

Course-specific Institutional Learning Goals (ILG):

Institutional Learning Goal 5. Social Science. Students will use social science theories and concepts to analyze human behavior and social and political institutions and to act as responsible citizens.

Institutional Learning Goal 7. History. Students will understand historical events and movements in World, Western, non-Western or American societies and assess their subsequent significance.

Institutional Learning Goal 8. Diversity and Global Perspective: Students will understand the importance of a global perspective and culturally diverse peoples

Institutional Learning Goal 9. Ethical Reasoning and Action. Students will understand ethical frameworks, issues, and situations.

Institutional Learning Goal 11. Critical Thinking: Students will use critical thinking skills understand, analyze, or apply information or solve problems.

Program Learning Outcomes for Business Administration - Sport Management(PLO)

1. Demonstrate critical thinking and problem-solving skills;
2. Demonstrate knowledge of technology and its use in sports management;
3. Demonstrate a concern for the societal issues involved in sports management;
4. Demonstrate knowledge of management, legal issues, and sports marketing.

Units of study in detail – Unit Student Learning Outcomes:

Introduction - General Learning Objective

The student will be able to...

- Understand basic sports management concepts
- Develop knowledge of strategic planning
- Develop problem-solving skills
- Develop critical-thinking skills
- Analyze risk and the role of sport management
- Understand the structure of sport associations

Unit I **Complex role of management, leadership and group dynamics (SLO 2,5)**

Learning Objectives

The Student will be able to...

- Demonstrate knowledge of administrative theory
- Demonstrate knowledge of effective leadership
- Demonstrate knowledge of developing effective work teams and problem solving
- Demonstrate knowledge of the factors that contribute to a successful organization

Unit II **Strategic Planning (SLO 2)**

Learning Objectives

The Student will be able to...

- Demonstrate knowledge of developing strategic thinking and assessments
- Understand the process of developing objectives and action plans
- Demonstrate knowledge of developing a business plan

Unit III: **Risk Management (SLO 3)**

Learning Objectives

The Student will be able to...

- Demonstrate knowledge of the managing risk related to current sport issues
- Understand the process of risk assessment

Unit IV: **Title IX (SLO 1,4,6)**

Learning Objectives

The Student will be able to...

- Demonstrate knowledge of Title IX compliance for institutions
- Understand the socio-economic impact of Title IX

Unit V: **Master Planning and Development of Facilities (SLO 2,3)**

Learning Objectives

The Student will be able to...

- Understand the process of Facility Master Planning
- Demonstrate knowledge of indoor and outdoor facility construction
- Demonstrate knowledge of facility and event management

Unit VI: **The Business of Sports (SLO 4)**

Learning Objectives

The Student will be able to...

- Demonstrate the knowledge of budget development and management
- Understand current issues in sport that affect program growth and development
- Understand the structure of sport associations related to competitive and financial issues

Evaluation of student learning:

The course will be divided into six units, and 5 of the 6 units will be assessed with an assignment and an objective test. The sixth unit will be assessed via a 3-5 page PowerPoint project.

Grading will align with the current College Catalogue grading structure.

Course Component	Weight
5 Unit tests, 5 assignments, 1 project	33%, 33% 34% = 100%