



## COURSE OUTLINE

<b>Course Number</b> BUS 102	<b>Course Title</b> Introduction to Sport Management	<b>Credits</b> 3
<b>Hours:</b> <b>Lecture/lab/other</b> <b>sem/year</b> 3/0/0	<b>Co- or Pre-requisite</b> English 101	<b>Implementation</b>  Fall, 2011

### **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*

### **Is course New, Revised, or Modified?**

Modified

### **Required texts/other materials:**

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

### **Revision date:**

9/14/21

### **Course Coordinator:**

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### **Information Resources:**

The library has an extensive collection of books that students may use as reference material to support their learning in this course.

There are various internet sites and videos as well as the library databases that can be used for referencing.

### **Other learning resources:**

The college library makes the text books available for students to use as resources. Expert lectures and site visits are provided for resourceful course-related information.

## **Course Goals:**

### ***The student will be able to:***

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

## **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 Outcomes for Business Administration with a Concentration in Sports Management:**

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.

Unit I                    **Complex role of management, leadership and group dynamics (CG 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 (CG 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 (CG 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 (CG 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 (CG 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 (CG 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
Unit tests	40%
Assignments	40%
Final Project	20%

**Academic Integrity Statement:**

Mercer County Community College is committed to academic integrity- the honest, fair and continuing pursuit of knowledge, free from fraud or deception.

- Students should never:
  - Knowingly represent the work of others as their own
  - Knowingly represent previously completed academic work as current
  - Fabricate data to support academic work
  - Use or obtain unauthorized assistance in the execution of any academic work
  - Give fraudulent assistance to other students
  - Unethically use technological means to gain academic advantages

Violators of the above actions will be penalized. For a single violation, the faculty member will determine the course of action. This may include, assigning a lower grade on the assignment, lowering the course grade, failing the student, or another penalty that is appropriate to the violation. The student will be reported to the Academic Integrity Committee, who may impose other penalties for a second (or later) violation. The student has the right to a hearing and also to appeal any decisions. These rights are outlined in the student handbook.