

Course Description

SPM1000 | Introduction to Sports Management | 3.00 credits

This course will provide students with the fundamental knowledge of the field of sports management. The course will provide an overview of sports across different levels, key events within the sports industry, the stakeholders involved, and jobs within sports. Students will learn skills and competencies that will lend towards a career in sports management.

Course Competencies:

Competency 1: The student will recognize the necessary skills for a successful career in sports management by:

1. Identifying professional skills and abilities relevant to the sports business profession
2. Describing the qualifications and competencies needed to become an effective sports administrator
3. Describing sports management and the current demand as a profession

Competency 2: The student will describe the key roles and responsibilities within successful sports organizations by:

1. Identifying the roles and responsibilities of sports administrators
2. Explaining the effects of ethics in decision making of sports administrators
3. Applying the functions of planning, organizing, leading, and evaluating to a variety of sport organizations

Competency 3: The student will compare and contrast the differences between amateur and professional sports by:

1. Defining amateur sports within the industry
2. Defining professional sports within the industry
3. Describing the similarities and differences between amateur and professional sports within sports management

Competency 4: The student will choose a desired sports management career path and illustrate knowledge of skills needed for success by:

1. Identifying sports management career paths
2. Evaluating career goals by researching specific areas of sports management
3. Describing desired career paths within industry

Competency 5: The student will attribute current industry best practices to sports management events and decisions by:

1. Discussing internal and external factors that affect decision making in sports management
2. Identifying best practices within sports management
3. Applying concepts and or theories to real- world athletic event scenarios

Learning Outcomes:

- Communicate effectively using listening, speaking, reading, and writing skills
- Demonstrate knowledge of ethical thinking and its application to issues in society