



### **Course Description**

#### **SPM2151 | The Business of Sports | 3.00 credits**

This course is designed to provide an overview of the financial, management, and business components of sports. Students will learn how concepts such as ticket pricing, sales, marketing, media, and sponsorship affect amateur and professional sporting events. By examining past events in sports, best business practices will be identified and discussed.

### **Course Competencies**

**Competency 1:** The student will discuss the modern sports ecosystem and global business conditions by:

1. Understanding the evolution of sports management into a global business
2. Analyzing the role of ethics in relation to sports business on a global scale
3. Understanding the role of athletes in relation to the business of sports

**Competency 2:** The student will demonstrate an understanding of the principles of sports marketing and public relations by:

1. Describing the principles of sports marketing and public relations
2. Applying the principles to real life professional sporting event scenarios
3. Understanding the effects of ethics in marketing and in public relations

**Competency 3:** The student will compare different forms of media and identify the impact they have on the sports market by:

1. Identifying the various forms of media used within industry
2. Describing the effects of media on the sports market
3. Identifying current ethical challenges related to media within the industry

**Competency 4:** The student will assess the significance and profitability of different revenue sources within sports by:

1. Evaluating revenue streams and risk mitigation in sports and related businesses
2. Understanding basic financial concepts in relation to sports management
3. Analyzing a budget of a sporting event and determine profitability and sustainability

**Competency 5:** The student will create an effective business strategy for an event, venue, product, and/or service related to sports by:

1. Creating goals to set strategic direction for a sports entity or related business
2. Discussing challenges related to business strategy
3. Identifying best practices to address potential challenges

### **Learning Outcomes:**

- Communicate effectively using listening, speaking, reading, and writing skills
- Use quantitative analytical skills to evaluate and process numerical data
- Solve problems using critical and creative thinking and scientific reasoning