HPE140
FOUNDATIONS OF SPORT MANAGEMENT
3 Credit Hours

Prepared by:
Sam Carel
Aida Steiger
Patrick Evers

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Dr. Mindy Selsor, Chief Academic Officer
Carolyn Elphingstone, Social Science Division Chair
I. CATALOGUE DESCRIPTION

A. Pre-requisite or Co-requisite: None

B. 3 credit hours

C. Foundations of Sport Management introduces students to basic concepts of sports administration, professional preparation, and professional opportunities. (F)

II. EXPECTED LEARNING OUTCOMES WITH ASSESSMENT MEASURES

<table>
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<tr>
<th>OUTCOME</th>
<th>ASSESSMENT</th>
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<tr>
<td>Outline the diverse organizational and administrative structures in sport management.</td>
<td>Organizational Flow Chart Project&lt;br&gt;Reflection&lt;br&gt;Exam</td>
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<tr>
<td>Identify how personal ethics affect organizational responsibility and describe why professional ethics are necessary for professions like sport management.</td>
<td>Case Study&lt;br&gt;Essay&lt;br&gt;Reflection&lt;br&gt;Presentation</td>
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<td>Compare and contrast the relationships among multiple elements that contribute to effective leadership in sport management.</td>
<td>Case Study&lt;br&gt;Reflection from Field Experiences&lt;br&gt;Essay</td>
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<td>Identify the pros and cons of career opportunities in the diverse and complex field of sport management.</td>
<td>Venn Diagram&lt;br&gt;Research Paper&lt;br&gt;Presentation&lt;br&gt;Essay</td>
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<td>Identify qualifications necessary to be effective as a leader in sport management.</td>
<td>Research Paper&lt;br&gt;Presentation&lt;br&gt;Essay</td>
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III. OUTLINE OF TOPICS

A. Introduction to the Sport Industry
   1. Opportunities
   2. History
   3. Unique aspects
   4. Relationship between sport and society

B. Communication and Media Relations
   1. Interpersonal and small group
   2. Mass media communication
C. Management and Leadership
1. Roles of managers and leaders
2. Economic impacts
3. Sport finances

D. Sport Marketing
1. Sport marketing
2. Sponsorship and sales

E. Sport Facility and Event Management
1. Public and media relations
2. Event management – The Process
3. Location, facilities, and equipment

F. Sport Industry and the Law
1. Sources of law in the United States
2. Practice areas in sport law

G. Global Sports Industry - professional organizations

H. Personal and Professional Ethics
1. Moral development and reasoning
2. Social responsibility

I. Internships
1. Theoretical to practical
2. Management internship policies
3. Selecting sport management site
4. Evaluating the student intern

J. Your Future in the Sport Industry
1. Research
2. Resume development
3. Sport industry today and tomorrow

IV. METHOD(S) OF INSTRUCTION

A. Lecture

B. Discussion

C. Field Experience

D. Activities
E. Videos
F. Internet Sites

V. REQUIRED TEXTBOOK(S)


VI. REQUIRED MATERIALS (student)

Textbook

VII. SUPPLEMENTAL REFERENCES

Library Resources: present offerings and anticipated texts, journals, video/audio tapes, software, etc.

VIII. METHOD OF EVALUATION (basis for determining course grade)

A. Case Study
B. Essay
C. Organizational Flow Chart Project
D. Presentation
E. Reflection
F. Research Paper
G. Venn Diagram

IX. ADA STATEMENT

Any student requiring special accommodations should inform the instructor and the Coordinator of Disability Support Services (Library; phone 636-797-3000, ext. 169).

X. ACADEMIC HONESTY STATEMENT

All students are responsible for complying with campus policies as stated in the Student Handbook (see College website) [http://www.jeffco.edu/jeffco/index.php?option=com_weblinks&catid=26&Itemid=84](http://www.jeffco.edu/jeffco/index.php?option=com_weblinks&catid=26&Itemid=84)