SYLLABUS

DATE OF LAST REVIEW: 02/2013
CIP CODE: 24.0101
SEMESTER: Departmental Syllabus
COURSE TITLE: Introduction to Sports Management
COURSE NUMBER: EXSC 0215
CREDIT HOURS: 3
INSTRUCTOR: Departmental Syllabus
OFFICE LOCATION: Departmental Syllabus
OFFICE HOURS: Departmental Syllabus
TELEPHONE: Departmental Syllabus
EMAIL: Departmental Syllabus

KCKCC issued email accounts are the official means for electronically communicating with our students

PREREQUISITES: None

REQUIRED TEXT AND MATERIALS: Please check with the KCKCC bookstore, http://www.kckccbookstore.com/, for the required texts for your particular class.

COURSE DESCRIPTION:
This course is an introduction to the basic fundamental knowledge and skill sets of the sports manager, as well as providing information on sport industry segments. By learning about the different segments of the sport industry students will gain insights as to the possibilities of a career in sports management.

METHOD OF INSTRUCTION:
A variety of instructional methods may be used depending on content area. These include but are not limited to: lecture, multimedia, cooperative/collaborative learning, labs and demonstrations, projects and presentations, speeches, debates, and panels, conferencing, learning experiences, and performances outside the classroom. Methodology will be selected to best meet student needs.
COURSE OUTLINE:

I. Foundations of Sport Management
   A. History of Sport Management
   B. Management Principles
   C. Marketing Principles
   D. Financial and Economic Principles
   E. Legal Principles
   F. Ethical Principles

II. Amateur Sport Industry
   A. High School and Youth Sports
   B. Collegiate Sport
   C. International Sport

III. Professional Sport Industry
   A. Professional Sport
   B. Sport Agency

IV. Sport Industry Support Segments
   A. Facility Management
   B. Event Management
   C. Sport Sales
   D. Sport Sponsorship
   E. Sport Communications
   F. Sport Broadcasting
   G. The Sporting Goods and Licensed Products Industries

V. Lifestyle Sports
   A. The Health and Fitness Industry
   B. Recreational Sport

VI. Career Preparation
   A. Strategies for Career Success

EXPECTED LEARNER OUTCOMES:
A. The student will be able to describe the history of sport management and its principles.
B. The student will be able to discuss the areas of the amateur sport industry.
C. The students will be able to explain the professional sport industry.
D. The student will be able to describe and explain the sport industry support segments.
E. The student will be able to summarize lifestyle sports.
F. The students will be able to discuss strategies for career success in sport management.

COURSE COMPETENCIES:
Upon successful completion of this course:

The student will be able to describe the history of sport management and its principles.
1. The student will be able to discuss the history of sport management.
2. The student will be able to list the management principles applied to sport management.
3. The student will be able to compare the marketing principles applied to sport management.
4. The student will be able to describe the financial and economic principles applied to sport management.
5. The student will be able to describe the legal principles applied to sport management.
6. The student will be able to identify the ethical principles applied to sport management.

The student will be able to discuss the areas of the amateur sport industry.
7. The student will be able explain the sport management of high school and youth sports
8. The student will be able to describe the sport management of collegiate sport.
9. The student will be able to discuss the sport management of international sport.

The students will be able to explain the professional sport industry.
10. The student will be able to explain the sport management of professional sport.
11. The student will be able to describe and discuss sport agency firms.

The student will be able to describe and explain the sport industry support segments.
12. The student will be able to identify how facility management is a support segment of sport industry
13. The student will be able to discuss how event management is a support segment of the sport industry.
14. The student will be able to list how sport sales are a support segment of the sport industry.
15. The student will be able to discuss how sport sponsorship is a support segment of the sport industry.
16. The student will be able to describe how sport communications are a support segment of the sport industry.
17. The student will be able to identify how sport broadcasting is a support segment of the sport industry.
18. The student will be able to compare how sporting goods and licensed products industries are a support segment of the sport industry.

The student will be able to summarize lifestyle sports.
19. The student will be able to explain the health and fitness industry and its connection to lifestyle sports.
20. The student will be able to describe recreational sport and its connection to lifestyle sports.

The students will be able to discuss strategies for career success in sport management.
21. The student will be able to list strategies for career success within the sport management field.

ASSESSMENT OF LEARNER OUTCOMES:
Student progress is evaluated by means that include, but are not limited to, exams, written assignments, and class participation.

SPECIAL NOTES:
This syllabus is subject to change at the discretion of the instructor. Material included is intended to provide an outline of the course and rules that the instructor will adhere to in evaluating the student’s progress. However, this syllabus is not intended to be a legal contract. Questions regarding the syllabus are welcome any time.
Kansas City Kansas Community College is committed to an appreciation of diversity with respect for the differences among the diverse groups comprising our students, faculty, and staff that is free of bigotry and discrimination. Kansas City Kansas Community College is committed to providing a multicultural education and environment that reflects and respects diversity and that seeks to increase understanding.

Kansas City Kansas Community College offers equal educational opportunity to all students as well as serving as an equal opportunity employer for all personnel. Various laws, including Title IX of the Educational Amendments of 1972, require the college’s policy on non-discrimination be administered without regard to race, color, sex, religion, national origin, physical handicap, or veteran status and that such policy be made known.

Kansas City Kansas Community College complies with the Americans with Disabilities Act. If you need accommodations due to a documented disability, please contact the Director of the Academic Resource Center at (913) 288-7670.