

### Course Outline

**COURSE:** PE 7                      **DIVISION:** 40                      **ALSO LISTED AS:** KIN 7

**TERM EFFECTIVE:** Fall 2011                      **Inactive Course**

**SHORT TITLE:** THEORY/SPORTS MGMT

**LONG TITLE:** Theory of Sports Management

<u>Units</u>	<u>Number of Weeks</u>	<u>Type</u>	<u>Contact Hours/Week</u>	<u>Total Contact Hours</u>
3	18	Lecture:	3	54
		Lab:	0	0
		Other:	0	0
		Total:	3	54

**COURSE DESCRIPTION:**

This course introduces the theory of organizing, planning, directing and controlling a sports program. Areas such as budgeting, fundraising, advertising, marketing, and studying contract law will also be included. This course is now listed as Kinesiology 7, effective Fall 2011.

**PREREQUISITES:**

**COREQUISITES:**

**CREDIT STATUS:** D - Credit - Degree Applicable

**GRADING MODES**

L - Standard Letter Grade

**REPEATABILITY:** N - Course may not be repeated

**SCHEDULE TYPES:**

02 - Lecture and/or discussion

**STUDENT LEARNING OUTCOMES:**

1. The student will access the job opportunities in sport management, select an area of interest, and develop a plan which supports that goal.

ILO: 2, 7, 3, 1, 6

Measure: Oral Report, Written Exam, Written Report

2. The student will manage an athletic event, including scheduling,

officials, transportation and game day functions.

ILO: 2, 7, 1, 4

Measure: Report, Discussion

3. The student will explain the law, including Title IX and contract law, as it applies to sport management.

ILO: 2, 1, 7

Measure: Homework, Written Report, Written Exam

4. The student will apply the principles of sport marketing to publicize an athletic program or event.

ILO: 1, 2, 7, 4

Measure: Project, Exam, Oral Report

## **CONTENT, STUDENT PERFORMANCE OBJECTIVES, OUT-OF-CLASS ASSIGNMENTS**

Inactive Course: 11/08/2010

This course is now listed as Kinesiology 7, effective Fall 2011.

Curriculum Approval Date: 11/26/2007

9 Hours

Present course syllabus. Include 'ice breakers' to acquaint class with the learning outcomes. Introduce philosophy of sport management. Lecture and discussion on sports law, contract law and negligence as it relates to sports. Risk management will be explored.

HW: Read appropriate chapters in the textbook. Write a one page summary on a sports situation involving liability. Develop a risk management plan for a fitness center.

SPO: Students will list the skills of an effective manager. They will discuss a sports situation involving liability and they will be able to explain their risk management plan for a fitness center.

9 Hours

Discussion and lecture on affirmative action, liability and procedural due process. Introduction to sport management and career opportunities will be provided. Information on internship will be presented. Quiz.

HW: Read appropriate chapters in the text. Complete assignment involving a practical application of contracts. Research material for term paper. Meet with individual involved with internship.

SPO: The student will identify and describe some liability and safety concerns that a facility manager would need to address. They will describe the broad field of sport management and list at least five career opportunities.

9 Hours

Discussion of management functions, goals of intercollegiate athletics and views of management. Lecture on the 8 P's of marketing.

Presentation on sport marketing and advertisement through use of the product life cycle. Midterm.

HW: Read corresponding textbook chapters. Work on term paper. Develop goals and objectives for student internship. Examine a sport setting and prepare an oral report on the description of their product life cycle.

SPO: The student will be able to restate the 8 P's of marketing. They will recognize the levels of management and the skills associated with those levels. They will be able to develop a marketing plan using the information provided in class as a guide.

6 Hours

Discussion on personnel problems, including evaluation of employees. Introduction to sports writing and information will be provided. Quiz.

HW: Read appropriate chapters in the textbook. Devise a promotion plan for a sport or merchandise and present the plan to the class.

Complete assignment on sports information. Work on term paper.

SPO: The student will identify the strategic role human resources plays in organizations. They will be able to design a promotion plan for a sport or merchandise.

6 Hours

The role of professional sport and its structure will be explained.

The budget process and structure of sports will be discussed.

HW: Read appropriate textbook chapters. Complete a personal observation paper. Design a mock budget. Continue working on term paper.

SPO: The student will identify the types of budgets used by sport managers. They will be able to prepare an expenditure and revenue budget. They will be able to explain various types of financing needed for different sport organizations.

13 Hours

Publicity, advertising and interviewing will be explained. Fundraising plans will be discussed. Lecture on the theory of ethics relating to sports. Oral presentations on projects/term papers. Review for final.

HW: Read corresponding chapters in the textbook. Complete an interview of an individual in a sport management setting and prepare an oral presentation. Develop a fundraising plan.

SPO: The student will be able to develop a sport fundraising proposal. They will define the terms associated with the study of ethics.

2 Hours

Written final.

Included in content.

### **METHODS OF INSTRUCTION:**

Lecture, Discussion, Guest Speakers, Practical application.

### **METHODS OF EVALUATION:**

The types of writing assignments required:

Written homework

Term papers

The problem-solving assignments required:

Other: Individual and group oral reports.

The types of skill demonstrations required:

None

The types of objective examinations used in the course:

Multiple choice

True/false

Matching items

Completion

Other category:

None

The basis for assigning students grades in the course:

Writing assignments: 20% - 40%

Problem-solving demonstrations: 20% - 30%

Skill demonstrations: 0% - 0%

Objective examinations: 40% - 60%

Other methods of evaluation: 0% - 0%

### **REPRESENTATIVE TEXTBOOKS:**

Parkhouse, Bonnie L.; The Management of Sport; McGraw Hill; 2005, or other appropriate college level text.

Reading level of text: 17 grade. Verified by: Dana Young

### **ARTICULATION and CERTIFICATE INFORMATION**

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 200830

UC TRANSFER:

Not Transferable

### **SUPPLEMENTAL DATA:**

Basic Skills: N

Classification: A

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department: PE

CSU Crosswalk Course Number: 7

Prior to College Level: Y

Non Credit Enhanced Funding: N

Funding Agency Code: Y

In-Service: N

Occupational Course: E

Maximum Hours:

Minimum Hours:

Course Control Number: CCC000207913

Sports/Physical Education Course: Y

Taxonomy of Program: 083500