

### Course Outline

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

**TERM EFFECTIVE:** Fall 2020                      **CURRICULUM APPROVAL DATE** 06/09/2020

**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
		Total Learning Hrs:	162	

**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.

**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
- 05 - Hybrid
- 71 - Dist. Ed Internet Simultaneous
- 72 - Dist. Ed Internet Delayed

## **STUDENT LEARNING OUTCOMES:**

By the end of this course, a student should:

1. Access the job opportunities in sport management, select an area of interest, and develop a plan which supports that goal.
2. Attend an athletic event and work with the coach and/or athletic administrator to experience game day management operations.
3. Apply the principles of sport marketing to publicize an athletic program or event.

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

Curriculum Approval Date 06/09/2020

9 Hours

Content: 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.

Student Performance Objectives: List the skills of an effective manager. Discuss a sports situation involving liability and explain their risk management plan for a fitness center.

9 Hours

Content: 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.

Student Performance Objectives: Identify and describe some liability and safety concerns that a facility manager would need to address. Describe the broad field of sport management and list at least five career opportunities.

9 Hours

Content: Discussion of management functions, goals of intercollegiate athletics and views of management. Lecture on the 4 P's of marketing and the 10 step process for developing a marketing plan. Presentation on sport marketing and advertisement through use of the product life cycle. Midterm.

Student Performance Objectives: Restate the 4 P's of marketing and discuss the 10 step process for developing a marketing plan. Recognize the levels of management and the skills associated with those levels. Develop a marketing plan using the information provided in class as a guide.

6 Hours

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

Student Performance Objectives: Identify the strategic role human resources plays in organizations. Design a promotion plan for a sport or merchandise.

6 Hours

Content: The role of professional sport and its structure will be explained. The budget process and structure of sports will be discussed.

Student Performance Objectives: Identify the types of budgets used by sport managers. Prepare an expenditure and revenue budget. Explain various types of financing needed for different sport organizations.

13 Hours

Content: 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.

Student Performance Objectives: Develop a sport fundraising proposal. Define the terms associated with the study of ethics.

2 Hours

Written final.

## **METHODS OF INSTRUCTION:**

Lecture, Discussion, Guest Speakers, Practical application.

**OUT OF CLASS ASSIGNMENTS:**

Required Outside Hours: 18

Assignment Description: 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.

Required Outside Hours: 18

Assignment Description: 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.

Required Outside Hours: 18

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

Required Outside Hours: 12

Assignment Description: 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 project.

Required Outside Hours: 12

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

Required Outside Hours: 30

Assignment Description: 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.

**METHODS OF EVALUATION:**

Writing assignments

Percent of total grade: 35.00 %

25% - 40% Written Homework; Projects

Objective examinations

Percent of total grade: 35.00 %

25% - 40% Multiple Choice; True/False; Matching Items; Completion

Other methods of evaluation

Percent of total grade: 30.00 %

25% - 40% Class participation is required.

**REPRESENTATIVE TEXTBOOKS:**

Paul Pedersen and Lucie Thibault. Contemporary Sport Management or other appropriate college level text.. Champaign, IL: Human Kinetics,2019.

ISBN: 9781492550969

Reading Level of Text, Grade: 13 Verified by: Publisher

**ARTICULATION and CERTIFICATE INFORMATION**

Associate Degree:

CSU GE:

IGETC:

CSU TRANSFER:

Transferable CSU, effective 201170

UC TRANSFER:

Not Transferable

**SUPPLEMENTAL DATA:**

Basic Skills: N

Classification: Y

Noncredit Category: Y

Cooperative Education:

Program Status: 1 Program Applicable

Special Class Status: N

CAN:

CAN Sequence:

CSU Crosswalk Course Department:

CSU Crosswalk Course Number:

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: CCC000535088

Sports/Physical Education Course: Y

Taxonomy of Program: 127000