I. Description of Course:

1. Department/Course: PE - 244  
2. Title: Sports Management  
3. Cross Reference:  
4. Units: 3.00  
   Lec Hrs: 3.00  
   Lab Hrs:  
5. Repeatability: No  
6. Grade Options: Letter Grade, May Petition Credit/No Credit (GC)
7. Degree/ Applicability: Credit, Degree Applicable, Transferable - CSU (T)
8. General Education:  
9. CAN Numbers:  
10. Field Trips: Not Required  
11. Requisites:  
12. Catalog Description:  
This course provides an overview of professional sport management in North America. The political, historical, social, economic, and cultural impacts of sport management are explored. Topics will include team management, organizational administration, legal issues, public relations, and facility management. Students will become familiar with career opportunities in the sports management field.
13. Class Schedule Description:  
Course provides an introduction to the field of professional sports management.
14. Counselor Information:  
This course provides an overview of professional sport management in North America. Required course for degree programs in Exercise Science and Wellness with an option in Coaching and Sports Management.

II. Student Learning Outcomes

The student will:  
1. Explain key concepts in the history of sport management.  
2. Discuss how the various sub-disciplines of sport management interrelate.  
3. Compare and contrast the career opportunities available in the sport industry.  
4. Detail the current challenges facing sport managers through various sectors of the sport industry.
III. Course Outline:

A. History of Sport Management  
B. The Sport Industry  
C. Management Principles  
D. Sport Marketing  
E. Sport Economics  
F. Sport Finance  
G. Sport Law  
H. Sport Ethics  
I. Collegiate Sport  
J. Professional Sport  
K. Youth Sport/Recreation  
L. Facility Management  
M. Event Management

IV. Course Assignments:

Reading Assignments  
Selected chapters in text.

Writing Assignments  
Interview with a sports management professional in a class presentation.  
Group project - Plan and conduct a fictitious sporting event.

Projects, Activities, and other Assignments

V. Methods of Evaluation:

A. Grades will be based on the following:  
B. Interview and class presentation  
C. Group Project and presentation  
D. Mid term exam  
E. Final exam  
F. Class Participation

Methods of Instruction:  
Lecture  
Audiovisual  
Other  
guest speakers

VI. Textbooks:
Required

Optional

VII. Supplies:

1. none