

**OHLONE COLLEGE**  
**Ohlone Community College District**  
**OFFICIAL COURSE OUTLINE**

**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 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

1. Parks, Janet B. (Edt) Quarterman, Jerome (Edt) *Contemporary Sport Management* 2nd Edition, Human Kinetics, 2003 ISBN: 0736042431

Optional

**VII. Supplies:**

1. none