

## HPPE 479: Principles of Sport Management

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**COURSE CREDIT:** 3 semester hours

**PREREQUISITE:** Sophomore status; It is expected the student have basic reading and writing skills and an Introduction to Business course or some understanding of the business environment in the United States.

### **TECHNOLOGY REQUIREMENTS:**

A complete overview of the technical requirements, software for this course and WebCT tutorials is available in the Student Support Module, located in the Course Content tab. Information for receiving technical assistance is also included.

### **INTRODUCTION:**

Welcome to HPPE 479- Principles of Sport Management! As your instructor for this course, I am very excited to facilitate the learning process as you work toward achieving your educational goals. This course is a special topics course and meshes the academic study of sport and business management. Many of us have participated in some sort of sport while growing up. As participants we gained an appreciation of the benefits sport provides, benefits such as improving health, increasing self-esteem, and instilling sportsmanship to name a few. In addition to the cognitive and physiological benefits of sport, sport can also provide financial and economic benefits to the community, participants (players), business organizations, etc. These business organizations can range from sport marketing firms, agents, professional leagues, collegiate athletic departments, high school athletic departments, recreation centers, health clubs, etc. All of which require the skills and talents of individuals with a foundation in business practices along with knowledge of the various sports.

In this course we will examine the unique aspects of sport and the need to adjust the traditional business model to account for them. We will review the traditional management functional areas of planning, organizing, leading and evaluating and how they relate to the unique aspects of sport. We will also examine the various segments of the sport industry and learn how they are managed.

My love for sport, background in business, and experience in higher education have motivated me to develop this course for you. I look forward to getting to know you and to help expand you

knowledge in this area. I am confident this course will provide you with sound knowledge and practical application in the area of sport management which you will find helpful in your career pursuit. – Walter Roybal, Instructor

### **COURSE DESCRIPTION:**

This course illustrates the foundations and principles on which sport management operates and offers an opportunity to apply those foundations and principles to the sport industry. This course explores the historical aspects, current and future trends of sport management. Topics covered include management, marketing, financial/economic, legal and ethical principles as they relate to sport management.

### **TEXTS, READINGS, INSTRUCTIONAL RESOURCES:**

Required Text: Masteralexis, Barr and Hums. (2009) *Principles and Practice of Sport Management*. (3<sup>rd</sup> ed.) Jones and Bartlett Publishers, Sudbury, MA.  
ISBN: 0-7637-4958-3

To order textbooks or obtain information about book titles you may go to [www.exstudies.adams.edu](http://www.exstudies.adams.edu) and click on the “ASC Bookstore” icon.

Use **Section Number: 1071** to order books from Bookstore site.

### **COURSE OBJECTIVES:**

Upon successful completion of this course, the student will be able to:

- Explain the historical roots of contemporary sport management extending to eighteenth-century England.
- Realize the impact of different cultures on sport and the unique contribution of American management to the development of sport.
- Articulate the structures developed in the late twentieth and early twenty-first century to promote honesty in sport.
- Illustrate the historic tension in American sport between democratic ideals and race, class and gender segregation.
- Summarize the historical aspects of sport management as an academic field while becoming familiar with the basic NASSM/NASPE guidelines for an ideal sport management curriculum.
- Demonstrate that sport organizations are run similar to business organizations, with appropriate management thought and practices applied to the sport industry.
- Analyze the four functional areas of management (planning, organizing, leading, and evaluating) and how to apply them with internal or external people in the sport organization.
- Identify and apply the basic management skills needed to be a successful sport manager including communicating verbally and in writing, managing diversity, managing technology, making decisions, understanding organizational politics, managing change, motivating employees, and taking initiative.

- Define how marketing sport differs from the marketing of traditional products and services. In particular the unique attributes of the sport product and the benefits and challenges therein for the sport marketer.
- Explain the historical development of the field of sport marketing, with particular emphasis on the impact of broadcasting, sponsorship, promotion, and market research.
- Demonstrate how the four P's of marketing apply to sport marketing given the unique aspects of the sport industry.
- Explain the importance of fostering fan identification and utilizing relationship marketing strategies.
- Illustrate how an organization generates the funds that flow into an organization, and how these funds get allocated and spent once they are in the organization.
- Identify and articulate basic financial terms such as revenues, expenses, income statement, balance sheet, assets, liabilities, bonds, owners' equity, return on investment (ROI) and how they may be unique within the sport industry and in connection with sport organizations/properties.
- Analyze the field of economics as it relates to the sport industry.
- Explain the topic of monopolies and the application to and implications for the sport industry.
- Contrast the differences between the salary caps used within sport leagues.
- List strategies to recognize and avoid legal liability as a sport manager.
- Illustrate the concept of risk management including the creation of a plan and managing risk.
- Identify state and federal laws enacted to address specific issue within the sport industry.
- Compare the definitions of ethics and ethical dilemmas as well as morality and moral reasoning.
- Demonstrate how morality can be incorporated into the workplace by codes of conduct, self-examination, and allowing for moral discourse.
- Recommend ways to approach ethical dilemmas using an ethical decision-making model.
- Define the systematic nature of corruption.
- Explain the importance of school and youth sports in contemporary American society.
- Illustrate the historical development of school and youth sport programs and offerings.
- Analyze the management and governance systems that affect school and youth sport organizations.
- List the range of career opportunities available in the school and youth sports industry segment.
- The application to this segment of human resource management principles, the importance of setting programmatic goals, and the critical role of performance evaluation for key personnel.
- Paraphrase the significance of budgeting and fund-raising.
- Explain the importance of ethical issues such as gender equity and providing opportunities for handicapped participants.
- Describe the legal implications of risk management in supervising events and contests.
- Explain the collegiate sport component of the sport industry including the historical aspects of collegiate sport, organizational structure and governance of college athletics, career opportunities in collegiate sport and current issues facing collegiate athletic coaches and administrators.

- Define international sport management and describe the historical development of international sport.
- Discuss the impact of globalization, sport tourism, sport for all movement and sport diffusion.
- Discuss the strategies that professional sport leagues have used to cross international boundaries.
- Describe the organizational structure of Olympic sport.
- Classify the basic structure of the professional sport industry including league and team operations and the commonalities and differences among league sports and individual sports.
- Explain the role of the commissioner in league and individual sports.
- Illustrate the storied labor-management struggles of the professional sport industry and their impact on the various leagues involved in them.
- List the reasons for the growth of the sports agency industry over the past three decades.
- Compare the difference involved in representing athletes in different sports and in different countries.
- Describe the role of the agent and the fiduciary duties required for agents under agency law and various tasks that agents may perform for their clients.
- Explain the various types of sports agency firms and identify the advantages and disadvantages of each along with an understanding of the various fee structures employed in the industry.
- Discuss the legal and ethical dilemmas that arise in the sports agency industry while being aware that the federal government and numerous states regulate sport agents.
- Illustrate the facility management segment of the sport industry including facilities used for sporting events as well as facilities outside of sport, such as convention centers and theaters.
- List the facility financing mechanisms including the various methods and their associated benefits.
- Categorize the skills necessary for various positions within the field of facility management and the career opportunities available within the field.
- List potential security risks and take necessary precautions in order to be prepared for and prevent possible security problems.
- Identify the governance structure underlying event management
- Discuss the various functions and types of sport management/marketing agencies
- Describe critical event management functions and discuss the current issues in event management
- List the characteristic traits which go into making a successful salesperson.
- Develop a fresh view of the importance of sales and of the opportunities presented to those who can master the art and science of sales
- Name the wide range of inventory that sport organizations offer for sale, each with corresponding sales strategies and methods.
- Categorize the broad range of career opportunities within the area of sales.
- Illustrate how sport sponsorship has evolved into a multibillion dollar industry, why companies choose to engage in sponsorship of sport and the broad range of sponsorship platforms that exist today.

- Explain the importance of sponsorship activation and the broad range of sales promotion tactics companies use to leverage their sponsorship.
- Describe the evolution of communications in sport along with the various forms of communications, including internal and external, utilized in the sport industry when building relationships with various constituencies.
- State the role emerging technologies play in sport communications.
- Define the concept of total return.
- Illustrate how the broadcasting industry works, what audience their sport attracts, the competitive nature of the media business including the dynamics of their local market, and how valuable positive exposure can be to a sport organization.
- Explain the current battles between cable operators and property rights owners seeking to have premium channel entertainment added to cable menus.
- Describe the scope and scale of revenues generated through the sale of sporting goods and licensed products.
- Illustrate the historical development of the sporting goods and licensed products industries, as well as the establishment of league properties divisions.
- Compare and contrast the differences between licensed products and branded products.
- List the various steps in the licensing process and the role licensing plays in generating revenue for licensors and licensees.
- Analyze the range of career opportunities available in these industry segments.
- Explain the importance of innovation in producing and selling products.
- Describe the prevailing use of endorsements in selling products.
- List the reasons leading to the interest in international expansion for product manufacturers.
- Explain the use of global sourcing by manufacturers, and how this practice tests the notion of ethical corporate conduct.
- State the legal implications of product liability and the authenticity of licensed memorabilia and collectibles.
- Summarize the health and fitness industry and its various types of health and fitness clubs.
- Discover the types of health and fitness users available in the industry's market.
- Illustrate the history behind recreation and leisure activities and recent trends in American recreation participation.
- List the six different segments of the recreation industry.
- Describe current issues facing recreational sport today.

### **COURSE REQUIREMENTS:**

This course is broken down into twenty (20) modules in four sections. Each module consists of required reading, written assignment, and discussion activity. Each module and its requirements are listed under the Modules tab. There will also be a 3 to 5 page term paper, four case study reaction papers and four proctored exams required for this course. Please see the Modules tab for detailed information regarding each module.

## **COURSE INSTRUCTIONS:**

### **Required Reading:**

It will be your responsibility to read the assigned chapter(s) for each module. Many of the assignments will be based on knowledge gained from the required reading. Written assignments and case study reaction papers will be based on your textbook readings and the supplemental PowerPoint presentations provided.

### **Supplemental PowerPoint:**

There is a supplemental PowerPoint presentation for each chapter of textbook in each of the course modules.

### **Written Assignment:**

Written assignments will consist of short essay responses to questions or short written activities detailed in the module. Written assignments must be submitted in a Word document saved and submitted in the Assignments tab as a rich text format (.rtf) file.

### **Discussions:**

Discussions are an important part of the learning experience in this course. Each Module will have a discussion question for you to post comments to under the Discussions tab. In addition you will be required to respond to other classmate discussions also. Each Discussion will be worth 5 points. You can earn 2.5 points for your posting and you will earn the remaining 2.5 points by responding to classmate postings.

### **Case Study Reaction Papers:**

The reaction paper will be based on four assigned case studies from the textbook. Within the modules you will find approved lists of case studies to complete each of your reaction papers. You will read the assigned case study and write a one to two page, double spaced 14 pt Times New Roman font, 1-inch margin (top, bottom, left and right) reaction paper. The first paragraph will consist of a summary of the case study. The second paragraph is your personal reaction to the case study outlining how the topic relates to Sport Management. Submit your case study reaction paper as a rich text format (.rtf) Word file in the Assignments tab. When submitting your case study reaction paper, please include your name, the page number of the case study, and HPPE 479- Principles of Sport Management in right-hand side of the header. Title your paper as Case Study: Title of the case study from the textbook.

Example:

Walter Roybal  
HPPE 479- Principles of Sport Management

**Case Study: To Retro or Not to Retro?**

Term Paper:

The term paper will be due prior to taking the final for the course. You will select a topic based on one of the chapters in the textbook. Possible topics areas include history of sport management, sport marketing, finance and economics of sport management, legal issues in sport management, amateur sport industry, professional sport industry, sport management ethics, sport broadcasting, etc. You must take a position based on one of these areas and then support or defend your position. Your paper must be 3 to 5 pages in length not including the cover sheet and reference page. The paper shall be submitted in a Word rich text format (.rtf) file in the Assignments tab. It must be double-spaced, 1-inch margin (top, bottom, left, right), 14 pt Times New Roman font with a minimum of three sited sources per page. A paper of this length should have a minimum of six to ten different reference sources. Do NOT use your textbook, Wikipedia or non-reputable online sources as a reference source. In addition to the content of your term paper, you will also be graded on grammar, spelling, word usage, etc. Written communication is essential in the sport management field. You must select a topic for the term paper by the midterm. Please email your topic with a proposed outline for the term paper to me so I can be sure you are on the right track. Once I have approved of your topic you may begin your research and the process of composing your term paper. Plagiarism detection software/programs will be used. Any plagiarized work will result in a zero for the assignment and discipline based on Adams State College policy.

Exams:

There will be five (4) exams in this course. Exams will cover five modules each including the materials covered in the textbook chapters. The exams will be closed book, 60 minutes timed, 50 item exams consisting of multiple-choice, fill in the blank, and true/false questions. Each response will be worth three (3) points each for a total of 150 points possible per exam. Exams will be available in the Assessments tab. Once the exam is started you will need to complete it in the specified time. You may review questions while in the exam and change answers if time permits.

**COURSE SCHEDULE:**

This course is an independent study course. The following schedule provides the order in which the course requirements shall be met. Feel free to establish some deadlines for yourself to keep on track to complete the course within the allotted time (12 months) or within the timeframe you wish to complete the course.

<b>Requirements</b>	<b>Description</b>	<b>Projected Completion Date:</b>
Module 1- Chapter 1	<ul style="list-style-type: none"> <li>• Assigned Readings</li> <li>• Review of PowerPoint</li> <li>• Written Assignment</li> <li>• Discussion Activity</li> </ul>	
Module 2- Chapter 2		
Module 3- Chapter 3		
Module 4- Chapter 4		
Module 5- Chapter 5		
Exam 1- Modules 1-5	50 items, 60 minutes timed, closed book	
Case Study Reaction 1	1 to 2 page reaction paper	
Module 6- Chapter 6	<ul style="list-style-type: none"> <li>• Assigned Readings</li> </ul>	

Module 7- Chapter 7	<ul style="list-style-type: none"> <li>• Review of PowerPoint</li> <li>• Written Assignment</li> <li>• Discussion Activity</li> </ul>	
Module 8- Chapter 8		
Module 9- Chapter 9		
Module 10- Chapter 10		
Exam 2- Modules 6-10	50 items, 60 minutes timed, closed book	
Case Study Reaction 2	1 to 2 pages reaction paper	
Term Paper Topic Due		
Module 11- Chapter 11	<ul style="list-style-type: none"> <li>• Assigned Readings</li> <li>• Review of PowerPoint</li> <li>• Written Assignment</li> <li>• Discussion Activity</li> </ul>	
Module 12- Chapter 12		
Module 13- Chapter 13		
Module 14- Chapter 14		
Module 15- Chapter 15		
Exam 3- Modules 11-15	50 items, 60 minutes timed, closed book	
Case Study Reaction 3	1 to 2 pages reaction paper	
Module 16- Chapter 16	<ul style="list-style-type: none"> <li>• Assigned Readings</li> <li>• Review of PowerPoint</li> <li>• Written Assignment</li> <li>• Discussion Activity</li> </ul>	
Module 17- Chapter 17		
Module 18- Chapter 18		
Module 19- Chapter 19		
Module 20- Chapter 20		
Exam 4- Modules 16-20	50 items, 60 minutes timed, closed book	
Case Study Reaction 4	1 to 2 pages reaction paper	
Term Paper Due	3 to 5 pages	
Course Evaluation		

**GRADE DISTRIBUTION AND SCALE:**

Grade Distribution:

Written Assignments/Discussion:	20 x 10 points each	200 points
Case Study Reaction Papers:	4 x 50 points each	200 points
Exam 1:		150 points
Exam 2:		150 points
Exam 3:		150 points
Exam 4:		150 points
Term Paper:		<u>200 points</u>
<b>TOTAL:</b>		<b>1200 points</b>

Grading Scale:

1080 to 1200 points	Grade: A
960 to 1079 points	Grade: B
840 to 959 points	Grade: C
720 to 839 points	Grade: D
719 or lower	Grade: F