

HPPE 479 – PRINCIPLES OF SPORT MANAGEMENT

SYLLABUS

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COURSE DELIVERY:

Print-Based Correspondence Course

CREDIT HOURS:

Three Semester Hours

PREREQUISITES:

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.

COURSE MATERIALS:

To order textbooks or obtain information about book titles you may go to www.exstudies.adams.edu and click on the “ASC Bookstore” icon.

Use **Section Number: 1044** to order books from Bookstore site.

Required Textbook:

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

CATALOG 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

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management. Topics covered include management, marketing, financial/economic, legal and ethical principles as they relate to sport management.

STUDENT LEARNING OUTCOMES:

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

Chapter 1

- 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.

Chapter 2

- 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.

Chapter 3

- 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.

Chapter 4

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- 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.

Chapter 5

- 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.

Chapter 6

- 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.

Chapter 7

- 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.

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Chapter 8

- 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.

Chapter 9

- 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.

Chapter 10

- 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.

Chapter 11

- 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.

Chapter 12

- 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.

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- 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.

Chapter 13

- 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

Chapter 14

- 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.

Chapter 15

- 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.

Chapter 16

- 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.

Chapter 17

- 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.

Chapter 18

- Describe the scope and scale of revenues generated through the sale of sporting goods and licensed products.

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- 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.
- 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.

Chapter 19

- 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.

Chapter 20

- 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) lessons in two sections. Each lesson consists of a required reading, and a written assignment. Each lesson and its requirements are listed under the Study Guide. There will also be a 3 to 5 page term paper, proctored midterm exam, four case study reaction papers and proctored final required for this course. Please see course instructions/study guide for detailed information regarding each lesson.

GRADE DISTRIBUTION AND SCALE:

In alignment with ASC academic policies, no D may apply to a major or minor field.

Grade Distribution:

Written Assignments:	20 x 10 points each	200 points
Case Study Reaction Papers:	4 x 50 points each	200 points
Midterm:		300 points
Final:		300 points
Term Paper:		<u>200 points</u>
TOTAL:		1200 points

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Grading Scale:

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

ADA STATEMENT:

Students who need special accommodation to complete this class should contact the instructor and the Office of Student Affairs, 719.587.7221 as soon as possible.