Bemidji State University

PHED 2109: Introduction to Sport Management

A. COURSE DESCRIPTION

Credits: 3
Lecture Hours/Week: 0
Lab Hours/Week: 0
OJT Hours/Week: *.*
Prerequisites: None
Corequisites: None
MnTC Goals: None

This course will help and assist the prospective sport management major to discover specialized training personnel positions in the rapidly growing sport management field. Concentration will be on the duties and tasks performed, and the competencies needed for a career in sport management.

B. COURSE EFFECTIVE DATES:  08/22/1997 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Developing a professional perspective of the sport industry
2. Historical aspects of the sport business industry
3. Management concepts and practice in sport organizations
4. Managing and Leading in sport organizations
5. Communication in the sport industry
6. Finance and economics in the sport industry
7. Legal considerations in sport management
8. Sociological aspects of sport
9. Sport management research and analytics
10. Industry segment: Community and youth sport
11. Industry segment: Interscholastic athletics
12. Industry segment: Intercollegiate athletics
13. Industry segment: Professional sports
14. Industry segment: Sport Management and marketing agencies
15. Industry segment: Sport tourism
16. Industry segment: Sport marketing
17. Industry segment: Sport facility and event management
18. Industry segment: International sport

D. LEARNING OUTCOMES (General)

1. debate current sport management topics and recommend solutions.
2. analyze articles related to job positions in the sport industry.
3. examine sport industry profiles and assess profile logistics.
4. conduct an interview with a professional employed in the sport industry.
5. create a portfolio related to job positions in the sport industry.
E. Minnesota Transfer Curriculum Goal Area(s) and Competencies
   None

F. LEARNER OUTCOMES ASSESSMENT
   As noted on course syllabus

G. SPECIAL INFORMATION
   None noted