Bemidji State University

PHED 4409: Sport Business Management

A. COURSE DESCRIPTION

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

Study of the structures and processes of sport organizations, as well as examine principles and concepts as they apply to sport businesses. Topics include definitions; and internal processes such as social responsibility and ethics, organizational behavior and structure, organizational philosophy, mission statements, goals and objectives, chain of command, strategic plans, adapting to change, and so on. Prerequisite(s): PHED 2970 or consent of instructor.

B. COURSE EFFECTIVE DATES: 05/18/2001 - Present

C. OUTLINE OF MAJOR CONTENT AREAS

1. Understanding management and its purpose
2. Socially responsible organizations
3. Performance and feedback
4. Developing effective goals
5. Decision-making process
6. Strategic management process
7. Organization design
8. Motivation and leadership
9. Human resource management
10. Information technology management
11. Managing organizational change
12. Sport businesses adapting to the future

D. LEARNING OUTCOMES (General)

1. debate sport business management issues and recommend solutions.
2. analyze articles related to sport business management and provide a reflective summary.
3. examine sport management exercises and compose a plan for resolving the issues presented.
4. develop a sport business plan for a sport entity of choice.
5. conduct research related to sport business management. [Graduate Component]

E. Minnesota Transfer Curriculum Goal Area(s) and Competencies

None

F. LEARNER OUTCOMES ASSESSMENT

As noted on course syllabus
G. SPECIAL INFORMATION

None noted