



Course Name: Sports Management

Course Number: BBG 107

Credits: 3

Catalog description: The course examines the principles and foundations of sport management and the variety of business functions within the various sectors of the sports industry. The course will focus on the application of business disciplines to the birth, organization and management of sport enterprises, ranging from sports teams to athletic arenas, health clubs to rehabilitation facilities, officiating, sports recreation services, and more. Past and future trends, issues and opportunities in the broad sports industry will be covered.

Prerequisite, Corequisite, or Parallel: ENG 043

General Education Competencies Satisfied:

HCC General Education Requirement Designated Competency Attribute Code(s):

None

Additional CSCU General Education Requirements for CSCU Transfer Degree Programs:

None

Embedded Competency(ies):

None

Discipline-Specific Attribute Code(s):

BUS Business elective

Course objectives:

General Education Goals and Outcomes:

None

Course Specific Objectives:

1. Be familiar with the nature, breadth and complexity of the sports industry, including the structure and governance of sports organizations and the impact of contemporary sports on individuals and society.



2. Understand critical issues and opportunities facing the sports industry.
3. Describe and contrast sports venues and facilities with an eye toward design, function, maintenance and control.
4. Understand the process of ethical decision making and its application in sports.
5. Demonstrate entry-level competencies in management, marketing, finance/accounting and other business disciplines which are applicable to sports management. Successful completion of business courses in the Sports Management curriculum will be indicative of achievement of this learning outcome.

Course Content:

1. History of sports and sport management
2. Contemporary sports, sports industries, enterprises and teams: – the nature and scale of sports from health and rehab to professional sports franchises, venues, products and media
3. Sport management
4. Sports Marketing
5. Sports media – traditional and new
6. The economics and finance of sports
7. Sporting goods and licensed products
8. The Law and ethics of sport
9. Lifestyle Sports
10. Sports facilities
11. Sports professions
12. The Majors – sporting’s premier events – Superbowl, Olympics, World Series, World Cup, America’s Cup, and more.
13. The Fans – sport consumers

Date Course Created:

Date of Last Revision: 04/01/2017