

Syllabus for  
**HLSS 206—Introduction to Sport Management**  
3 Credit Hours  
Fall 2022

I. COURSE DESCRIPTION

An overview of the field of sports management. Covers the types of careers, training, experiences, course of study, as well as characteristics of a successful sports manager.  
Prerequisites: None.

II. STUDENT LEARNING OUTCOMES FOR THIS COURSE

As a result of successfully completing this course, the student will be able to do the following:

- A. Define sport management and discuss its international significance.
- B. Describe the nature and scope of professional opportunities within the field and explain the functions performed by sports managers.
- C. Demonstrate an understanding of various theories as they apply to management, leadership and organizational behavior.
- D. Identify and evaluate major challenges confronting the sport industry.

III. ASSOCIATED PROGRAM

This course meets degree completion requirements for the following program: Sport Management.

This course meets the following Sport Management program outcomes.

1. Demonstrate knowledge in all areas of a sport management including: marketing, sales, sport law, accounting, and finance.
2. Demonstrate advanced understanding of ethical, social, and spiritual responsibilities in sport management in the United States and Globally.
3. Demonstrate professional writing and oral communication skills.
4. Demonstrate an ability to network with sport industry professionals.
5. Demonstrate an understanding of the sport industry and its relationship to culture and society in the United States and Globally.

IV. UNIVERSITY OUTCOMES

This course aligns with the following University Outcomes:

1. Spiritual Integrity
2. Personal Resilience
3. Intellectual Pursuit
4. Global Engagement
5. Bold Vision

## V. TEXTBOOKS AND OTHER LEARNING RESOURCES

### A. Required Materials

1. Textbooks  
None
2. Other  
None
3. All reading resources will be provided by instructor through D2L

## VI. COURSE POLICIES AND PROCEDURES

### A. Department Policies and Procedures

1. Completion of a Course  
All assignments are due on the dates assigned by the instructor and announced in class. Any assignment received after the scheduled due date is penalized one letter grade per day, including weekends, breaks, and holidays.
2. Incompletes  
An incomplete is given only after the student establishes, with the instructor and the department chair by written petition, that his or her work is incomplete for good cause (i.e., lengthy illness, death in the family). A Petition for Incomplete Grade with all supporting documentation must be submitted for approval at least one week prior to final exam week.
3. Examinations  
If the student has not made up the missed exam by the following class period, a grade of zero is given for the missed examination.
4. Attendance
  - a. Each student is allowed to miss class the number of times per week a class meets. This allowance is for absences such as illness, personal business, and an emergency. If a student has absences in excess of this number, the earned grade for the course is dropped by a letter grade.
  - b. Administratively excused absences for university-sponsored activities are considered absent unless the student has done the following:
    - (1) Informed the professor before the event.
    - (2) Presented an administrative excuse form with appropriate signatures upon returning to class.
    - (3) Submitted any work due during the administratively excused absence.
    - (4) Has not committed to class presentation on the date that the student will be gone. Makeup work is not permitted if the student voluntarily committed to a presentation during the excused absence.
    - (5) Submitted work prior to the excused absence.
  - c. Coming late to class causes a disruption and an inconvenience to the other class members and the professor. Therefore, every two tardies equal one absence.

B. Course Policies and Evaluation Procedures

1.	Evaluation	<u>Possible Points Earned</u>	
a.	Family Presentation	100	
b.	Presentations (2x100 points each)	200	
c.	Daily Assignments	<u>700</u>	
	Total Points		1,000
2.	Grading scale: A=90%-100% B=80%-89% C=70%-79% D=60%-69% F=59% and below		
3.	Whole Person Assessment Requirements None		
4.	Class meets on Tuesdays and Thursday. Room 103 in the Global Learning Center.		
5.	The students are required to be on time and stay until they are dismissed by the supervisor at all events. Proper dress is required at each and will be explained prior to each event. If the student leaves early, dress is not appropriate or any complaints from the supervisor may result in a "0" for the event. This will also result in no make up for the event.		
6.	All in class presentations are to be either Power Point or Prezi format and uploaded to D2L dropbox prior to in class presentation.		
7.	Students can go into D2L and check their final grade at the end of the semester.		

VII. COURSE CALENDAR

**Weeks 1-4      Part I. Topic: Introduction of Sport Management**

Chapter 1	Managing Sport in the 21 <sup>st</sup> century
Chapter 2	Developing a Professional Perspective
Chapter 3	Historical Aspects of the Sport Business Industry
Chapter 4	Management Concepts and Practice in Sport Organizations
Chapter 5	Managerial Leadership in Sport Organizations

**Weeks 5-8      Part II. Topic: Selected Sport Management Sites**

Chapter 6	Professional Sport
Chapter 7	Intercollegiate Athletics
Chapter 8	Interscholastic Athletics
Chapter 9	Youth and Community Sport
Chapter 10	Sport Management and Marketing Agencies
Chapter 11	Sport Tourism

**Weeks 9-11      Part III. Topic: Selected Sport Management Functions**

Chapter 12	Sport Marketing
Chapter 13	Communication in the Sport Industry
Chapter 14	Finance and Economics in the Sport Industry
Chapter 15	Sport Facility and Event Management

**Weeks 12-15      Part VI. Topic: Current Challenges in Sport Management**

Chapter 16	Sport Consumer Behavior
Chapter 17	Legal Considerations in Sport Management
Chapter 18	Sociological Aspects of Sport
Chapter 19	A North American Perspective on International Sport
Chapter 20	Sport Management Questions and Research

**Course Inventory for ORU's Student Learning Outcomes**  
**HLSS 206—Introduction to Sport Management**  
**Fall 2022**

This program contributes to the University outcomes as indicated below:

**Significant Contribution** – Addresses the outcome directly and includes targeted assessment.

**Moderate Contribution** – Addresses the outcome directly or indirectly and includes some assessment.

**Minimal Contribution** – Addresses the outcome indirectly and includes little or no assessment.

<b>Program Outcome alignment with University Outcomes</b>	<b>Significant</b>	<b>Moderate</b>	<b>Minimal</b>
<b>Spiritual Integrity</b>			
SMGT 2 Demonstrate advanced understanding of ethical, social, and spiritual responsibilities in sport management in the United States and Globally.			<b>X</b>
<b>Personal Resilience</b>			
HLSS 206 D Identify and evaluate major challenges confronting the sport industry.		<b>X</b>	
SMGT 4 Demonstrate an ability to network with sport industry professionals.		<b>X</b>	
<b>Intellectual Pursuit</b>			
HLSS 206 B Describe the nature and scope of professional opportunities within the field and explain the functions performed by sports managers.		<b>X</b>	
HLSS 206 C Demonstrate an understanding of various theories as they apply to management, leadership and organizational behavior.		<b>X</b>	
SMGT 1 Demonstrate knowledge in all areas of a sport management including: marketing, sales, sport law, accounting, and finance.		<b>X</b>	
SMGT 3 Demonstrate professional writing and oral communication skills.		<b>X</b>	
<b>Global Engagement</b>			
HLSS 206 A Define sport management and discuss its international significance.		<b>X</b>	
SMGT 2 Demonstrate advanced understanding of ethical, social, and spiritual responsibilities in sport management in the United States and Globally.		<b>X</b>	
<b>Bold Vision</b>			
SMGT 5 Demonstrate and understanding of the sport industry and its relationship to culture and society in the United States and Globally.		<b>X</b>	

