

**College of San Mateo**  
**Official Course Outline**

**1. COURSE ID:** KINE 106    **TITLE:** Introduction to Sports Management

**Units:** 3.0 units    **Hours/Semester:** 48.0-54.0 Lecture hours; and 96.0-108.0 Homework hours

**Method of Grading:** Grade Option (Letter Grade or Pass/No Pass)

**Recommended Preparation:**

Eligibility for ENGL 838 or ENGL 848 or ESL 400

**2. COURSE DESIGNATION:**

**Degree Credit**

**Transfer credit:** CSU

**AA/AS Degree Requirements:**

CSM - GENERAL EDUCATION REQUIREMENTS: E5d. Career Exploration and Self-Development

**3. COURSE DESCRIPTIONS:**

**Catalog Description:**

An examination of the field of sport management. The course will provide an overview of sports management by presenting a discussion of the fundamental aspects of the profession. Areas of discussion include: legal, sociocultural, historical, political and psychological as they relate to the field of sports management. Further discussion centers on the ways the globalization of sports impact the contemporary sports manager.

**4. STUDENT LEARNING OUTCOME(S) (SLO'S):**

Upon successful completion of this course, a student will meet the following outcomes:

1. Recognize and describe the dynamic nature of the sports industry in American Society.
2. Demonstrate an understanding of the career opportunities within the field of Sports Management.
3. Identify the content that comprises the study of Sports Management.
4. Distinguish the basic principles utilized in Sports Management. These principles include: management, historical, political, psychological, sociocultural, marketing, law, finance, and ethics and how they relate in the field of Sports Management.
5. Explain the importance of a professional perspective and explain what are the critical skills and attitudes that form the foundation of this perspective.

**5. SPECIFIC INSTRUCTIONAL OBJECTIVES:**

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

1. Identify and understand the dynamics of managing sport
2. Identify and understand the components of developing a professional perspective in managing sport
3. Identify and understand the significance of the key historical aspects of the sport business industry
4. Identify and understand the significant management concepts and practices utilized in sports organizations
5. Identify the effective leadership skills necessary to work within the business of sport
6. Identify and understand the challenges of the business of community, youth sport, High school, Intercollegiate and Professional sport
7. Identify the underlying challenges of the business of sport tourism
8. Identify and understand the successful practices of sports marketing
9. Identify and understand the principles behind the behavior of the sport consumer
10. Identify and understand how communication affects the sports industry
11. Identify and understand the basic principles of finance and economics in the sport industry
12. Identify and understand the effective practices for sport facility and event management
13. Identify and understand the relevant legal considerations and their practices associated with Sport Management
14. Identify and understand the relevant sociological theories as related to the business of sport
15. Identify and understand the key concepts as related to the North American perspective on international sport
16. Identify and understand the key concepts of Sport Management research

**6. COURSE CONTENT:**

**Lecture Content:**

Course Content

## **Introduction to Sports Management**

- Managing Sport in the 21<sup>st</sup> Century
- Developing a Professional Perspective
- Historical Aspects of the Sport Business Industry
- Management Concepts and Practice in Sports Organizations

### **Selected Sport Management Sites**

- Professional Sport
- Intercollegiate Athletics
- Interscholastic Athletics
- Youth and Community Sport
- Sport Management and Marketing
- Sport Tourism

### **Selected Sport Management Functions**

- Sport Marketing
- Communication in the Sport Industry
- Finance and Economics in the Sport Industry
- Sport Facility and Event Management

### **Current Challenges in Sport Management**

- Sport Consumer Behavior
- Legal Considerations in Sport Management
- Sociological Aspects of Sport
- A North American Perspective on International Sport
- Sport Management Questions and Research

## **7. REPRESENTATIVE METHODS OF INSTRUCTION:**

Typical methods of instruction may include:

- A. Lecture
- B. Directed Study
- C. Discussion
- D. Guest Speakers

## **8. REPRESENTATIVE ASSIGNMENTS**

Representative assignments in this course may include, but are not limited to the following:

### **Writing Assignments:**

Representative assignments in this course may include, but are not limited to the following:

Term paper on selected topic, individual or group project

### **Reading Assignments:**

Reading assigned chapters from the textbook, online research from various sources ( text, video, audio), other course materials as provided by instructor

## **9. REPRESENTATIVE METHODS OF EVALUATION**

Representative methods of evaluation may include:

- A. Class Participation
- B. Class Performance
- C. Class Work
- D. Exams/Tests
- E. Group Projects
- F. Oral Presentation
- G. Papers
- H. Portfolios
- I. Projects

- J. Quizzes
- K. Research Projects
- L. Written examination

10. **REPRESENTATIVE TEXT(S):**

Possible textbooks include:

- A. Pedersen, P.M. & Thibault, L (Eds.). *Contemporary Sport Management*, 5th ed. Champaign, IL: Human Kinetics, 2014

**Origination Date:** September 2020

**Curriculum Committee Approval Date:** November 2020

**Effective Term:** Fall 2021

**Course Originator:** Douglas Williams