Department of: Health, Human Performance and Recreation  
Course No: SM 610  
Title of Course: Principles and Practices of Sport Management  
New: Spring, 2008

Department Approved: November 14, 2007  
College Council Approved: December 5, 2007  
Graduate Council Approved:___________

I. Catalog Description and Credit Hours of Course:

Sport management principles and practices for international, collegiate and professional sport. (3)

II. Prerequisite:  Graduate standing

III. Course Objectives:

The student will:
A. Explain the methods of governance through voluntary sport organizations such as the National Collegiate Athletic Association, International Olympic Committee, and professional leagues.
B. Discuss problem solving strategies for resource allocation in athletics.
C. Analyze policy development in administration of sport.
D. Apply ethical analysis in sport management cases.

IV. Expectations for students

The student will:
A. Participate actively in class discussions.
B. Complete course assignments and examinations.
C. Uphold the University’s academic honesty policy.

V. Course Outline/Learning Experiences:  

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<th>Hours</th>
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A. Governance of amateur athletics

1. International athletic governance
   a. International Olympic Committee
   b. International Federations (IFs)
   c. National Governing Bodies (NGBs)

2. Collegiate athletic governance
   a. National Collegiate Athletic Association (NCAA)
   b. Athletic conferences
   c. Campus level organization of athletics

3. Professional leagues
   a. Big four leagues (MLB, NFL, NBA, NHL)
   b. Minor leagues (affiliated, independent)
   c. Start up leagues (AFL, MLS, WNBA, etc.)
B. Resource Allocation in Athletics

1. Revenue Sources
   a. Tickets
   b. Parking, concessions, merchandise
   c. Sponsorship
   d. Fundraising
   e. Broadcasting rights
   f. Public funding

2. Typical expenses
   a. Salaries and wages
   b. Operating expenses

3. Budgeting
   a. Purpose of budgeting
   b. Line item budget: advantages/disadvantages
   c. Program budget: advantages/disadvantages

4. Revenue Sharing Plans
   a. Collegiate conferences
   b. Professional leagues

5. Ethics of resource allocation: Distributive justice
   a. Equality, equity, need
   b. Productivity, effort, ability
   c. Title IX and resource allocation

C. Policy Development in athletics

1. Eligibility policies
   a. International sport
   b. Collegiate athletics
   c. Compliance and enforcement
   d. Ethics of eligibility

2. Fundraising policies
   a. Licensed products
   b. Corporate sponsorship
   c. Concessions
   d. Ticketing
   e. Private donations
   f. Ethics of fundraising

3. Staffing policies
   a. Recruiting staff and volunteers
   b. Hiring
   c. Performance evaluation
   d. Training
   e. Scheduling
   f. Ethics of staffing

4. Policy communication
   a. Internal communication
   b. External communication

Total Course Hours 45
VI. Textbook and Other Required Materials:


B. Supplemental Resources:
   2. Case study readings

VII. Basis for Student Evaluation:
The weight of evaluation criteria may vary at the discretion of the instructor and will be indicated at the beginning of each course.

A. Case Study Analysis Papers 40%
B. Research Paper 30%
C. Exams 30%

VIII. Grading Scale
100%-90% = A
80%-89% = B
70%-79% = C
0%-69% = F

IX. Academic Policy Statement:
Students will be expected to abide by the University Policy for Academic Honesty regarding plagiarism and academic honesty. Refer to http://www6.semo.edu/judaffairs/code.html

X. Students with Disabilities Statement:
If a student has a special need addressed by the Americans with Disabilities Act (ADA) and requires materials in an alternative format, please notify the instructor at the beginning of the course. Reasonable efforts will be made to accommodate special needs.