

# Course Syllabus

**Department:** Business

**Date:** 2/24/13

**I. Course Prefix and Number:** BUS 126

**Course Name:** Introduction to Sports Studies

**Credit Hours and Contact Hours:** 3 credit hours and 3 contact hours

**Catalog Description including pre- and co-requisites:**

This course is designed to provide an introduction to sport management and an overview of the role and scope of sport events, sport management and sport marketing as they contribute to the planning and development of a sport business or tourism destination. The student will study the components of management as applied to sport enterprises, as well as the historical, psychological and sociological foundations of sport. The student will understand the components of sport management, event logistics, sponsorship, hospitality, use of volunteers, and licensing agreements. The student will be exposed to various sports and sports tourism careers.

**Relationship to Academic Programs and Curriculum including SUNY Gen Ed designation if applicable:**

This is a required course for Associate in Science Sports and Tourism Studies. It serves as a Business elective in all Business degree programs and a General elective in all other degree programs.

**II. Course Student Learning Outcomes:**

Upon completion of this course the student will:

- Identify specific opportunities for employment in the field of sports management
- Analyze the historical development of the professional sports industry.
- Analyze the significance of amateur sports, professional sports, lifestyle sports and activities as components of the sports industry.
- Evaluate economic impact of professional sports and sports related activities regional economies
- Identify the essential elements of sports marketing
- Identify and explain about the various governance structures for major professional sports activities
- Analyze the role and importance of professional sports in the tourism industry
- Apply the concept of destination and event marketing to professional sports and the tourism industry.

- Identify significant current events and social trends and their impact upon the sports and tourism industry.

**College Learning Outcomes Addressed by the Course:** *(check each College Learning Outcome addressed by the Student Learning Outcomes)*

- |   |   |
|---|---|
| <input checked="" type="checkbox"/> writing             | <input type="checkbox"/> computer literacy                |
| <input checked="" type="checkbox"/> oral communications | <input checked="" type="checkbox"/> ethics/values         |
| <input checked="" type="checkbox"/> reading             | <input type="checkbox"/> citizenship                      |
| <input type="checkbox"/> mathematics                    | <input checked="" type="checkbox"/> global concerns       |
| <input checked="" type="checkbox"/> critical thinking   | <input checked="" type="checkbox"/> information resources |

**III. Assessment Measures (Summarize how the college and student learning outcomes will be assessed):**

List identified College Learning Outcomes(s)	Specific assessment measure(s)
Writing	The student will prepare a written report that identifies a current trend in professional sports and its impact upon the industry. They will have the opportunity to revise the first draft to improve the final paper.
Oral Communication	The student will identify a specific sports event and develop and explain a strategy for marketing the event. Once they chose an event they will do an oral presentation of their marketing plan.
Critical Thinking	The students will analyze critical management skills necessary for employment for specific jobs in sports management <b>and will</b> write a short paper that draws conclusions as to why some sport managers succeed and others do not.
Ethics/Values	The student will evaluate conduct/behavior of various professional athletes and identify related ethical and legal issues.  Students will evaluate one athlete that has had an ethical lapse in the last year and lead a class discussion on their subject.
Global Concerns	The student will detail the factors as to how the sports industry has become a multi-national activity. Students will chose one industry or event that is global in nature a lead a class discussion on its relevance in a global economy.

Information Resources	The student will identify relevant internet resources, media resources and periodicals and utilize them for completion of class activities.
-----------------------	---

#### IV. Instructional Materials and Methods

##### Types of Course Materials:

##### “Required Text “

Professional Association Publications: Street and Smith’s Sports Business Journal

Supplemental Materials: Internet resources; ncaa.org, ioc.org, sportsbusinessjournal.com

Current Periodicals: Various weekly and monthly popular publications

##### Methods of Instruction (e.g. Lecture, Lab, Seminar ...):

- Lecture
- Written Assignments
- Group Projects
- Case Study Analysis
- Discussions
- Field Experiences
- Internet
- Guest Speakers
- Attendance at professional meetings/events
- Volunteer opportunities

#### V. General Outline of Topics Covered:

- Sports Management and the opportunities the sports industry presents.
- History of Sport
- Economic scale of the Sports Industry
- Psychosocial Aspects of Sport and Exercise.
- Sport Events as a destination attraction.
- Sports Marketing
- Economic impact of sport events for destinations
- The role of a destination sports commission.
- The operations and functions of a destination sports commission.
- The role of destination marketing organization in sports tourism.
- Sports Tours, Sport Theme Parks, Sport museums and Sport Halls of Fame
- Trends contributing to the interrelationship of tourism, sport, and sport