

**Common Course Outline for:** *EXSC 2350 Introduction to Sports Management*

**A. Course Description**

1. Number of credits: 3
2. Lecture hours per week: 3  
Lab hours per week: None
3. Prerequisites: None
4. Co-requisites: None
5. MnTC Goals: None

*This course discusses sport management in terms of scope, principles, issues and future trends. This course also examines the job responsibilities and competencies required of sport managers in a variety of sports-related contexts and organizations both for profit and non-profit.*

**B. Date last revised:** January 2019

**C. Outline of Major Content Areas**

1. Nature and scope of the sports industry and management expectations
2. Professional preparation and careers
3. Historical aspects of the sports business and organizations
4. Management concepts and practice in sports organizations
5. Managerial leadership roles and functions in sport
6. Exploration of the following dimensions in sport include; professional, college, high school, youth and community, marketing agencies and tourism
7. Sport marketing and communication
8. Finance and economics in the sport industry
9. Sport facility and event management
10. Sport consumer behavior
11. Legal considerations in sport management
12. Sociological aspects of sport
13. International sport management
14. Sport management research

**D. Course Learning Outcomes**

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

1. Recognize the different potential career fields in sport management, including the skills and qualifications desired of each.
2. Demonstrate an understanding of the unique dimensions, issues and characteristics of sport and how they influence management.
3. Evaluate and recognize the competencies and managerial skills necessary for sport managers.

4. Gain an understanding of the roles and responsibilities of sport managers in a variety of sportsrelated organizational settings.
5. Analyze the major issues and problems confronting sport managers in all sport management settings.

**E. Methods for Assessing Student Learning**

The student will achieve the course's learning outcomes through various learning activities. Learning activities will include: on-line quizzes and exams, on-line discussion with classmates, various critical thinking worksheets and service learning.

**F. Special Information** None