

Syllabus

Code: HOSP 130 **Title:** Introduction to Sports Management
Institute: BSSI **Department:**
Hospitality
Management

Course Description:

This course introduces the student to the field of Sports Management and Sports Marketing. Students will explore sports organizations and professions in the field. Students will gain an understanding of the management of the sports industry and sports facilities.

Prerequisites: READ 092, READ 095 OR passing score in reading on Foundational Skills test, ENG 095 or passing score on Foundational skills test

Corequisites:

Prerequisites or Corequisites:

Credits: 3 **Lecture Hours:** 3 **Lab/Studio Hours:**

Required Textbook/Materials: Contemporary Sport Management 6th Edition With Web Study Guide by Pedersen, 9781492550952

Additional Time Requirements:

For information on Brookdale's policy on credit hour requirements and outside class student work refer to [Academic Credit Hour Policy](#).

2-3 Field trips to sports venues

Course Learning Outcomes:

Upon completion of this course, students will be able to:

- Define sports management and discuss the nature and scope of opportunities in the sport industry.
- Critically evaluate major challenges in various segments of the industry such as youth, interscholastic, intercollegiate and professional sports.
- Explain the relevance of ethical, legal, and sociological concepts to the management of sports.
- Demonstrate an appreciation of diversity through the use of unbiased language and an inclusive approach to sports communication..
- Identify the unique aspects) of marketing sports.
- Discuss the influence of technology (social and digital media) on sports marketing success.
- Identify the types of employment opportunities available in the sports industry

Date:

Syllabus

Grading Standard: the course grade will be determined as follows:

93 - 100% = A

90 - 92% = A-

87 - 89% = B+

83 - 86% = B

80 - 82% = B-

76 - 79% = C+

70 - 75% = C

65 - 69% = D

64 - below = F

Course Content:

- A. Introduction to Sports Management
 - 1. Managing Sports
 - 2. Historical Aspects of the Sports Business Industry
 - 3. Management Concepts and Practice in Sport Organizations
 - 4. Managing and Leading in Sports Organizations
- B. Selected Sports Management Sites
 - 1. Community and Youth Sports
 - 2. Interscholastic Athletics
 - 3. Intercollegiate Athletics
 - 4. Professional Sports
 - 5. Sports Management and Marketing Agencies
 - 6. Sports Tourism
- C. Selected Sports Management Functions
 - 1. Sports Marketing
 - 2. Sports Consumer Behavior
 - 3. Communication in the Sports Industry
 - 4. Finance and Economics in the Sports Industry
 - 5. Sports Facility and Event Management
- D. Current Challenges in Sport Management
 - 1. Legal Considerations in Sports Management
 - 2. Sociological Aspects of Sports Management

Department Policies: In the event a student accumulates more than three (3) absences, a student will have to retake the course. Attendance is mandatory and essential for student success in this course and has a 10% impact on the final grade. Lates will be given a 66% on CANVAS. During class sessions, students are encouraged and expected to participate in discussions, take notes, and join in topic-related group class work. There is no make-up testing. Valid documentation in the event of illness or emergency is required for the consideration of make-up exams

Date:

Syllabus

College Policies:

As an academic institution, Brookdale facilitates the free exchange of ideas, upholds the virtues of civil discourse, and honors diverse perspectives informed by credible sources. Our College values all students and strives for inclusion and safety regardless of a student's disability, age, sex, gender identity, sexual orientation, race, ethnicity, country of origin, immigration status, religious affiliation, political orientation, socioeconomic standing, and veteran status. For additional information, support services, and engagement opportunities, please visit www.brookdalecc.edu/support.

For information regarding:

- ◆ Brookdale's Academic Integrity Code
- ◆ Student Conduct Code
- ◆ Student Grade Appeal Process

Please refer to the [BCC STUDENT HANDBOOK AND BCC CATALOG](#).

NOTIFICATION FOR STUDENTS WITH DISABILITIES:

Brookdale Community College offers reasonable accommodations and/or services to persons with disabilities. Students with disabilities who wish to self-identify must contact the Disabilities Services Office at 732-224-2730 (voice) or 732-842-4211 (TTY) to provide appropriate documentation of the disability, and request specific accommodations or services. If a student qualifies, reasonable accommodations and/or services, which are appropriate for the college level and are recommended in the documentation, can be approved.

ADDITIONAL SUPPORT/LABS:

See the Tutoring Center for information <https://www.brookdalecc.edu/academic-tutoring/tutoring-center/>.

MENTAL HEALTH:

- Mental Health Crisis Support: From a campus phone, dial 5555 or 732-224-2329 from an external line; off-hours calls will be forwarded to BCC police (2222 from a campus phone)
- Psychological Counseling Services: 732-224-2986 (to schedule an appointment during regular hours)

Date: