

SPORT MANAGEMENT (SPM)

SPM 200 Introduction to Sport Management 3 Hours

Introduces students to the field of sport management, offering diverse information pertaining to the history and foundations of sport management, the differing levels of sport, the various sport industry segments, international sport, and current ethical and social issues in sport. This course will also cover principles and objectives within the sport management profession, sport delivery systems, the study of sport as a microcosm of society, and career options within sport organizations.

Colonnade/Statewide General Education Code E-SB | SB

Recent Term(s) Offered: spring 2022; summer 2022; fall 2022; spring 2023; summer 2023; fall 2023; winter 2024; spring 2024; summer 2024; fall 2024

SPM 290 Sport Management Seminar 3 Hours

This course will help prepare students to embark on their career journeys in sport management. While the course focuses on helping students develop and refine career materials, such as cover letters and resumes, it will also delve into other aspects of career preparation and development. Notably, students will have the opportunity to reflect on their career expectations, why they are drawn to careers in sport management, and what steps are necessary to secure a desired job opportunity. Additionally, the course will draw on experiences from industry professionals and discuss challenges that may be encountered in the work environment and how to mitigate those challenges.

Prerequisite(s): COMM 145 with a minimum grade of C and SPM 200 with a minimum grade of C and MGT 210 (may be taken concurrently) with a minimum grade of C and ECON 202 with a minimum grade of C and MKT 220 (may be taken concurrently) with a minimum grade of C

Restriction(s): Enrollment is limited to students in Sport Management (572)

Recent Term(s) Offered: winter 2022; spring 2022; summer 2022; fall 2022; spring 2023; summer 2023; fall 2023; spring 2024; summer 2024; fall 2024

SPM 300 Governance and Public Policy in Sport 3 Hours

This course examines various aspects of sport governing bodies and the organizations they oversee, including their structure, authority, membership, policy development, and the ethical issues behind their decisions. The basics of managerial activities necessary for governance in sport organizations and the structure and function of sport bodies will be explored. Governing bodies to be examined will include the domains of professional sport, interscholastic sport, intercollegiate sport, amateur sport, and international sport.

Recent Term(s) Offered: spring 2022; summer 2022; fall 2022; spring 2023; summer 2023; fall 2023; spring 2024; fall 2024

SPM 305 Sport Event Management 3 Hours

Addresses the management of sporting events and tournaments. Students will learn multiple methods of designing and implementing tournaments and special events.

Recent Term(s) Offered: spring 2022; summer 2022; fall 2022; spring 2023; summer 2023; fall 2023; spring 2024; summer 2024; fall 2024

SPM 310 Sport Ethics and Moral Issues 3 Hours

Examines ethical and moral issues that occur in sport organizations and teams.

Recent Term(s) Offered: spring 2022; summer 2022; fall 2022; spring 2023; fall 2023; spring 2024; fall 2024

SPM 315 Sport Communication 3 Hours

Introduces students to the management of communication and public relations within sport.

Equivalent(s): COMM 315

Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; summer 2023; fall 2023; spring 2024; summer 2024; fall 2024

SPM 320 Esports Management 3 Hours

This course focuses on the history, culture, issues, and trends of Esports, the levels and governance of Esports, and the process of managing, financing, and promoting Esports competitions.

Recent Term(s) Offered: fall 2022; summer 2023; fall 2023; spring 2024; summer 2024; fall 2024

SPM 325 Culture of Sport Through Film 3 Hours

Analyzes the portrayal of athletes and sports in fiction film, documentary, and in the larger American media culture. Critically examines various films that feature sport to illuminate the underlying role of sports in American culture and society.

Recent Term(s) Offered: fall 2023

SPM 330 Moneyball: Sport Analytics 3 Hours

Introduction to applied sport business analytics. Focuses on quantitative statistical analysis—with its exploration of modeling, predictive analytics, and forecasting.

Recent Term(s) Offered: spring 2024

SPM 335 Global Perspectives in Sport 3 Hours

Examines the economic, cultural, sociological, and political role that sport plays within the broad process of globalization and provides theoretical and practical insights to promote intercultural competence needed to function in any organization. Sport has become a powerful societal institution in the United States and around the world, playing a role in our value systems, economic decisions, and political ideologies. This course will offer a critical overview of the role sport, activity, and competition plays in our individual and societal value formation in a global society.

Colonnade/Statewide General Education Code K-LG

Prerequisite(s): 21 hours of Foundations and Explorations Courses, or junior status

Recent Term(s) Offered: spring 2024; summer 2024; fall 2024

SPM 350 Intercollegiate Athletics Administration 3 Hours

Comprehensive overview of the governance, structure, and operation of intercollegiate athletics. Special emphasis is placed on the history of college athletics, various reform efforts, sociological issues, and the intersection of intercollegiate athletics and management principles.

Recent Term(s) Offered: fall 2023; fall 2024

SPM 356 Special Topics in Sport Management 3 Hours (repeatable max of 6 hrs)

Significant topics, issues, or developments in the discipline of sport management.

Recent Term(s) Offered: None

SPM 402 Fiscal Practices in Sport Management 3 Hours

Financial principles and practices relevant to Sport Management. Topics include financial statements and ratios, financial risk management, debt and equity financing, feasibility studies, economic impact analysis, capital budgeting, and facility financing.

Prerequisite(s): SPM 290 with a minimum grade of C

Restriction(s): Enrollment is limited to students in Sport Management (572)

Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; fall 2023; spring 2024; fall 2024

SPM 404 Sport Facility Management 3 Hours

Introduction to facility management for health, fitness, physical activity, recreation, and sport. Covers the following aspects regarding management of facilities: organization and management principles, policy and procedure development, ethical decision making, human resource management, management of the marketplace, fiscal management, risk management, programming, volunteer management, and special event planning.

Prerequisite(s): SPM 290 with a minimum grade of C

Restriction(s): Enrollment is limited to students in Sport Management (572)

Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; fall 2023; spring 2024; fall 2024

SPM 450 Legal Issues in Sport 3 Hours

Identify basic legal principles and systems that are applicable to sport management careers, and learn to effectively manage potential legal issues associated with injury, contracts, and employment relations.

Prerequisite(s): SPM 290 with a minimum grade of C

Restriction(s): Students with a semester level of Academy Junior, Academy Senior, Freshman or Sophomore may **not** enroll.

Enrollment is limited to students in Sport Management (572)

Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; fall 2023; fall 2024

SPM 452 Sport Leadership and Management 3 Hours

Knowledge of the various skills, roles, and functions of the sport manager, leadership theory and practices as they relate to various sport managerial responsibilities.

Prerequisite(s): (SPM 290 with a minimum grade of C)

Restriction(s): Students with a semester level of Academy Junior, Academy Senior, Freshman or Sophomore may **not** enroll.

Enrollment is limited to students in Sport Management (572)

Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; spring 2024

SPM 456 Advance Studies in Sport 3 Hours (repeatable max of 6 hrs)

Research, workshop or project related to the sport industry in collaboration with a faculty member. Note: Permission of instructor is required.

Restriction(s): Students with a semester level of Academy Junior, Academy Senior, Freshman, Junior or Sophomore may **not** enroll.

Enrollment is limited to students in Sport Management (572)

Recent Term(s) Offered: spring 2022; fall 2022; spring 2023; summer 2023; fall 2023; spring 2024; summer 2024; fall 2024

SPM 467 Sport Media & Communication Portfolio 1 Hour

A collection of artifacts that showcase a student's learning progression and achievement in the Sport Media & Communication certificate.

Prerequisite(s): COMM 315 with a minimum grade of C or SPM 315 with a minimum grade of C

Corequisite(s): BCOM 345

Equivalent(s): SMC 467

Recent Term(s) Offered: None

SPM 490 Internship in Sport 12 Hours

Supervised internship with community, interscholastic, intercollegiate, amateur, or professional sport industry organizations. This experience is supervised and controlled by university faculty members and personnel from sport industry agencies. Students will be responsible for their own transportation to off-campus meetings. Note: Completion of all major courses required.

Prerequisite(s): permission of instructor

Restriction(s): Enrollment is limited to students in Sport Management (572)

Recent Term(s) Offered: spring 2022; summer 2022; fall 2022; spring 2023; summer 2023; fall 2023; spring 2024; summer 2024; fall 2024