WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Sports Management I
COURSE NUMBER: SPM 305

I. RATIONALE:

Sports are more than just the game seen on television or in the stadium. Students interested in the sports management should be aware of the various occupations in the sports industry. This course gives an overview of the responsibilities of those involved in the sports industry, as well as how general management principles apply to the industry.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
Describe the responsibilities of the various sports industry segments of sport administrators to their school, student/athletes, and community.

Learning Outcomes: The student will:

A-1 Learn what different types of careers are available in the sports industry.
A-2 Know the different functions and responsibilities of sport administrators.
A-3 Know the issues and responsibilities of sports managers within the following segments: collegiate sports, international sports, facility management, marketing, and recreational sports.

GOAL B:
Evaluate new programs, special events and media publications.

Learning Outcomes: The student will:

B-1 Learn the different steps involved in planning events and programs.
B-2 Understand the differences between various athletic publications.
B-3 Know what types of information are contained in various athletic publications.
B-4 Know the roles of personnel in sports media relations.

GOAL C:
Maintain a budget for all phases of an athletic department.

Learning Outcomes: The student will:

C-1 Understand basic accounting principles.
C-2 Learn how to develop a “mock budget” for different programs.
GOAL D:
Describe management principles and how they apply to the sports setting.

Learning Outcomes: The student will:

D-1 Know the history and principles of management.
D-2 Be aware of different ethical issues in sports.
D-3 Understand job requirements of professions in sports management.
D-4 Know basic sports law applications.

GOAL E:
Describe the importance of fund-raising in profit and non-profit sports organizations.

Learning Outcomes: The student will:

E-1 Know that funding for most sports programs is extremely limited.
E-2 Be aware that funding most athletic events is costly, and that there are ways to offset those costs.
E-3 Understand general methods of fund-raising.
E-4 Be aware of the possible problems that can arise when using booster clubs.
E-5 Know ways to run a successful and compliant booster club.