WILMINGTON UNIVERSITY
COLLEGE OF BUSINESS
BASIC COURSE INFORMATION

COURSE TITLE: Sports Management II
COURSE NUMBER: SPM 405

I. RATIONALE:

The sports industry is one of the top 20 industries in the world. In order to work in this billion dollar industry, it is important to possess sound administrative skills. This course will give students knowledge of various administrative principles, techniques and theories, as well as the knowledge to apply them to different situations and issues.

II. MAJOR INSTRUCTIONAL GOALS:

GOAL A:
Apply administrative techniques to athletics programs.

Learning Outcomes: The student will:

A-1 Know various administrative styles and theories.
A-2 Learn how to appropriately apply the principles and theories learned to various situations.
A-3 Be aware of various motivational techniques and their importance.

GOAL B:
Plan, organize, and run events.

Learning Outcomes: The student will:

B-1 Learn how to develop a marketing plan.
B-2 Know how to properly write a script for an event.
B-3 Learn the different steps of developing an actual event.
B-4 Develop a mock event.

GOAL C:
Describe, identify, and handle problems relating to athletic administration.

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Learning Outcomes: The student will:

C-1  Be aware of some of the common issues facing sport administrators.
C-2  Learn general “sports vocabulary” when dealing with certain issues.
C-3  Identify various situations/ issues when presented with them.
C-4  Learn where to seek resources to assist with dealing with certain problems.

GOAL D:
Understand the importance of maintaining athletic budgets.

Learning Outcomes: The student will:

D-1  Understand the importance of a sound accounting system.
D-2  Be familiar with various forms and methods of checking an accounting system.
D-3  Be aware of general fund-raising methods.
D-4  Understand the methods professional sports teams and the larger Universities and colleges employ to raise funds.