RARITAN VALLEY COMMUNITY COLLEGE
ACADEMIC COURSE OUTLINE

FITN 207 Sports Management

I. Basic Course Information

A. Course Number and Title: FITN 207 Sports Management

B. New or Modified Course: Modified

C. Date of Proposal: Semester: Spring     Year: 2018

D. Effective Term: Fall 2019

E. Sponsoring Department: Health Science Education

F. Semester Credit Hours: 3

G. Weekly Contact Hours: 3
   Lecture: 3
   Lab: 0
   Out of class student work per week: 6

H. Prerequisites/Corequisites: None

I. Laboratory Fees: None

J. Name and Telephone Number or E-Mail Address of Department Chair and Divisional Dean at time of approval:
   Dept. Chair: Beryl Stetson, Beryl.Stetson@raritanval.edu, 908 526-1200 x8208
   Dept. Dean: Terence Lynn, Terence.lynn@raritanval.edu 908-526-1200 x 8512

II. Catalog Description

This course is designed to introduce the student to a practical knowledge of the managerial and administrative components of the sport industry. Students will acquire a basic understanding of the fundamental skills required to plan, organize, supervise, and evaluate a sporting event. Class discussion and case study analysis will include the principles of budgeting, marketing, strategic planning, legal aspects and ethics, as well as techniques of personnel, facility and sport event management. Students will study trends in the industry, learn about job opportunities in the industry and the requirements to achieve those positions.
III. Statement of Course Need

A. This course is designed to introduce the student to all aspects of the sports industry from a management perspective, including sporting events, recreational facilities, high school, college and professional sports, health clubs and corporate fitness programs. It is a required course to enable the student to successfully complete the Associate Degree in Exercise Science and the Sports Management option.

B. This course may transfer as an elective.

IV. Place of Course in College Curriculum

A. Free Elective
B. This course meets a program requirement for the Associate Degree in Exercise Science and Associate Degree in Exercise Science-Option in Sports Management.
C. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

A. History of Sport Management
B. Research and Inquiry
C. Ethics in Sport Management
D. Managing Employee Diversity
E. Functions of Management
F. Organizational Theory and the Study of Sport
G. Sport Governance
H. International Sport Governance
I. Managing the Facility
J. Basic Law Applied in Sport
K. Economics and Sport
L. Accounting and Budgeting
M. Financing Sport
N. Sport Marketing: Strategies and Tactics
O. Sponsorship
P. Group Decision Making and Problem Solving
Q. Human Resource Management
R. Labor Relations in Professional Sports
S. Learning through Field Experience
T. Sport Management Scope and Career Opportunities

VI. General Education and Course Learning Outcomes

A. General Education Learning Outcomes:
At the completion of the course, students will be able to:

1. Explain and state, both orally and in writing, the scope of the Sports Management field, opportunities in the marketplace and skills required for these positions, including the analysis and presentation of case studies. (GE-NJ 1)*

2. Present, both orally and in writing, the design of a fictional company including the legal aspects of starting a business, organizational skills, budgeting, accounting and finance, human resource management, site selection and management, and equipment selection and financing. (GE-NJ IL, 1)*

*embedded critical thinking

B. Course Learning Outcomes:

At the completion of the course, students will be able to:

1. Identify and explain financial management and basic economic principles of various types of sports related organizations, including, the understanding of fiscal policy, how to interpret budgets and financial statements, and explain various types of financing.

2. Demonstrate knowledge of the basic principles of sports marketing and sponsorship and the ability to apply these principles to real life situations.

3. Define negligence, tort, and product liability and demonstrate knowledge of how laws apply to the management of sport facilities, including issues of safety and liability.

4. Understand and describe strategies for effectively managing employees, including diversification, benefits and the development of an ethical work environment.

5. Recognize and describe the differences in sport governance, organizational strategy, and managerial skills associated with various types of businesses and industries in sports related organizations.

C. Assessment Instruments

1. research papers/projects
2. presentations
3. exams
4. case studies
VII. Grade Determinants

A. written papers/essays  
B. project presentation  
C. tests  
D. case studies

Given the goals and outcomes described above, LIST the primary formats, modes, and methods for teaching and learning that may be used in the course:

A. lecture/discussion  
B. small-group work  
C. student oral presentations

VIII. Texts and Materials

B. journals  
C. film and video

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

IX. Resources

A. RVCC Library

X. Honors Option: N/A