

SPORTS MANAGEMENT (SM)

SM 2200 Introduction to Sports Management (3)

Provides an overview of all facets of sports management and sports administration including career opportunities, job responsibilities, organizational structure, marketing and promotion, public relations, and event and facilities management. Discusses the meaning of sports management in terms of its scope, principles, issues, and future trends. Investigates sports management in both the private and public sectors.

SM 3100 Administration of Athletics (3)

An intensive review of those procedures necessary to the organization and administration of athletic programs. Includes discussion of philosophy and ethics, budgets, eligibility, scheduling, equipment inventories and purchasing, contract development, marketing and public relations, facility and event management as well as other topics related to athletic administration.

SM 3300 Sports Facilities Management (3)

Introduces students to the scope and complexity of the design, operation, and maintenance of sport and recreational facilities and equipment. Students learn the elements of planning, design, management, and maintenance of sport and recreational venues, as well as related issues including budgeting and finance, security, risk management, liability, operations, evaluation, and local, state, and federal requirements. Prerequisite(s): SM 2200 or CC 2200.

SM 3370 Sports Governance (3)

This course will take an in-depth look at how governing bodies of professional and amateur sport organizations function. Discussion will include topics such as membership, organizational structure, constitution, by-laws of each organization, and the functions of each organization for its members. The study of specific organizations will include the National Collegiate Athletic Association (NCAA), United States Olympic Committee (USOC) and the National Intramural-Recreational Sports Association (NIRSA).

SM 3500 Sports Event Management (3)

An intensive review of the procedures and functions required to manage a sport or recreational event include planning, organizing, implementing and evaluating such events. Investigates topics including operations, risk management, marketing and sponsorship, budgeting/finance, scheduling and booking, customer service and volunteer management.

SM 3880 Sports Management Practicum (1-3)

Designed to give students a practical experience in Sports Management that is supervised and controlled by the Health and Human Performance Department. Practicum arrangements must be completed with the Sports Management Coordinator at least 1 semester prior to the beginning of the Practicum. Repeatable for a maximum of 12 credits. Pass/No Pass. Early Springs, Falls, Springs, Summers. Instructor permission required. Prerequisite(s): CC 2200; Junior status; minimum 2.00 cumulative GPA; approval of the Sports Management Coordinator.

SM 4880 Sports Management Internship (4-12)

For students desiring a culminating sports management experience. The Internship must be approved, supervised, and evaluated by the Health and Human Performance Department. Internship arrangements must be completed with the Sports Management Coordinator at least 1 semester prior to the beginning of the Internship. Repeatable for a maximum of 12 credits. Falls, Springs, Summers. Prerequisite(s): SM 2200; Junior status; minimum 2.70 cumulative GPA; approval of the Sport Management Coordinator.