

Las Positas College
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Course Outline for KIN 5

SPORTS MANAGEMENT

Effective: Fall 2014

I. CATALOG DESCRIPTION:

KIN 5 — SPORTS MANAGEMENT — 3.00 units

This course consists of how to organize, manage, plan, staff, direct, and control a sports program. The course also includes such areas as Title IX, budget, facilities management, sports law, scheduling, officials, sports marketing, transportation, public relations, parent and booster clubs, purchase and care of athletic equipment, fund raising. In addition, this course will provide an overview of the many careers available in the sports management industry.

3.00 Units Lecture

Grading Methods:

Letter Grade

Discipline:

	<u>MIN</u>
Lecture Hours:	54.00
Total Hours:	54.00

II. NUMBER OF TIMES COURSE MAY BE TAKEN FOR CREDIT: 1

III. PREREQUISITE AND/OR ADVISORY SKILLS:

IV. MEASURABLE OBJECTIVES:

Upon completion of this course, the student should be able to:

- A. Recognize, explain and discuss the unique characteristics of sports and how they influence the management of sports
- B. Interpret Title IX and understand its ramifications
- C. Assess all aspects of an athletic equipment facility and review areas such as budget, purchasing, and maintenance
- D. Examine sports facilities and event management
- E. Compare, contrast and evaluate the different types of organizational structures employed by a sport organization to achieve their goals
- F. Compare and contrast a high school, community college, or university sports program
- G. Develop "game day" procedures and produce a checklist for games
- H. Develop a budget for a sport
- I. Identify the potential career fields and the qualifications required in the sports management industry

V. CONTENT:

- A. Basic principles and organization of sports
 1. Philosophy of physical education and sports
 2. Cardinal principles
 3. Leadership
 4. Leaders philosophy
 5. Flow chart
 6. Organization of high school, community college, and university program
- B. Title IX
 1. History
 2. The law
 3. Results
- C. Job opportunities
 1. Various sports
 2. Levels
 3. Related opportunities
- D. Sport Management and Marketing Agencies
 1. Functions of Sport Management and Marketing Agencies
 2. Types of Sport Management and Marketing Agencies
 3. Sport Management and Marketing Careers and Challenges
- E. Procedures, policies, and communication

1. Sports policy handbook
- F. Duties and responsibilities of sports personnel
 1. Principal
 2. Athletic Director
 3. Principal
 4. Head coach
 5. Assistant coach
- G. Assignment and supervision of coaches
 1. Meetings
 2. Evaluations
- H. Equipment and facilities
 1. Basic principles
 2. Safety
 3. Specific guidelines
 4. Buying procedures
 5. Cleaning and reconditioning
 6. Facilities construction
 7. Maintenance procedures
 8. Equipment personnel
 9. Game day procedures
- I. Budget and finance
 1. General principles
 2. Booster club budget
 3. Board of Education
 4. Service clubs
 5. Fund raising
 6. Physical education department budget
 7. Budgets
 - A. Associated student body
 - B. Athletic budget
 - C. District funds
 - D. Various sports
- J. Financial report
 1. Monthly
 2. Annual
 3. Purchase order

VI. METHODS OF INSTRUCTION:

- A. **Classroom Activity** - class room discussions related to sports and management, marketing and Title IX.
- B. **Lecture** - Lecture pertaining to material presented in course content.
- C. **Student Presentations** - Students could present topics on sports related topics.
- D. **Guest Lecturers** - Guest Lecturers who work in sports related careers and industry.
- E. **Projects** - Students will do projects related to developing a handbook, sports management plan, or a sports marketing plan. Student will also do a research paper relevant to topic.

VII. TYPICAL ASSIGNMENTS:

- A. Attendance/Class Participation
- B. Sports policy handbook
- C. Supplemental reading critiques
- D. Chapter Quizzes
- E. Written assignment analyzing the employment market for sports professionals
- F. Supervised out-of-class assignment at related institution or program (YMCA, Boys/Girls Club, fitness club, schools, etc.)
- G. Interview assignment with a member of the sports management field
- H. Comprehensive mid term and final exam

VIII. EVALUATION:

A. **Methods**

1. Exams/Tests
2. Quizzes
3. Research Projects
4. Oral Presentation
5. Projects
6. Field Trips
7. Class Participation
8. Class Work
9. Home Work

B. **Frequency**

Chapter quizzes will be given when three chapters have been completed

Mid term and Final exam

one oral presentation the eighth or ninth week of the semester

weekly homework assignments

Sports Management field trip (2) if they can be arranged

Daily class participation

IX. TYPICAL TEXTS:

1. Masteralexis, C., Barr, A , & Hums, M. *Principles and Practice of Sports Mangement*. 4th ed., Jones & Bartlett, 2011.
2. Fried, G. *Managing Sports Facilities*. 2nd ed., Human Kinetics, 2009.

X. OTHER MATERIALS REQUIRED OF STUDENTS: