

# SPORTS AND FITNESS MANAGEMENT

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## **SFM-307 Sports & Fitness Management (3 credits)**

Sports and Fitness Management will serve as a comprehensive examination of the principles, topics, and theory pertaining to the administration and management of sports and fitness organizations. This will include, but not be limited to, the objectives, structures, philosophy, history, and legal aspects of sports and fitness organizations. Current issues and trends pertaining to management of sports organizations and/or fitness facilities, including leadership, budgeting, organization, and professional preparation and credentialing will also be emphasized. This course will prepare students to become managers and leaders in the sports and fitness industry. In addition, students will develop a basic knowledge and understanding of the functional limitations of the sports and/or fitness manager, addressing issues such as leadership, diversity, organization, event management, sports marketing and promotion, financial principles, ethics and sports law. In addition, the course will expose student with an assortment of special topics and current issues in sports management, complimenting lecture material with present-day examples of these current issues.

## **SFM-350 Sports Operations (4 credits)**

Operations management focuses on administering the processed required to produce and distribute the products and services offered through a facility. The course includes event and facility/venue operations from single game to multi-day international events. This course includes a practicum with an athletics department or facility.

Course Types: Quantitative Literacy

## **SFM-351 The Business of International Sport (3 credits)**

This course is designed to explore sport in a global context. Basic concepts and theories of the legal, political, economic, and cultural aspects of international business will be reviewed. A series of documented international sport cases will drive discussion and provide the basis for the course curriculum and pedagogical flow. A review of management exercises, cultural differences, marketing techniques and related applications and techniques as they relate to the international sports industry will be conducted. Topics such as cross-cultural communication and negotiations, and leading a diverse global workforce in international sport and business will also be investigated.

## **SFM-356 Technology in Sports Management (4 credits)**

This course provides students with strategies to collect data and convert it into meaningful information that enable sport management professionals to make decisions and create a sustainable competitive advantage. This course incorporates the use of data-driven decision making for organizational and event success.

Course Types: Technological Competency

## **SFM-360 Sports Law (4 credits)**

This course emphasizes the basic principles of law to realistic sports management situations. A foundation of knowledge related specifically to sports law including business structures and legal authority, negligence, contracts, and antitrust will be addressed.

Course Types: Critical Analysis; Thinking Process

Prerequisite(s): Take LAW-303

## **SFM-361 The Economics of Sports and Fitness (3 credits)**

This course is designed to use economic analysis to study a wide variety of issues affecting the sport and fitness industries. Topics examined include: optimal ticket pricing strategies; the effects of free agency and collective bargaining processes on player salaries; the effects of league-wide polices such as revenue-sharing, salary caps, and luxury taxes on team financial performance and on league competitive balance, and; the impacts and rationales for government subsidization of stadiums. Both professional and college sports are examined.

## **SFM-400 Sports and Fitness Management Capstone (3 credits)**

This capstone course is a method of summative evaluation in which a student is given the opportunity to demonstrate integrated knowledge and growth in the major. The course will assess a student's cognitive intellectual growth in the major and also the overall academic learning experience. The course will provide an opportunity for students to integrate and apply learning from their academic career in a comprehensive manner. Students, in consultation with the course instructor, will determine a practicum experience or a sports management project to complete. Lectures will support the capstone experience.

Course Types: Written Communication