



**COWLEY COLLEGE  
& Area Vocational Technical School**

**COURSE PROCEDURE FOR**

**Introduction to Sport Management  
HPE 6305 3 Credit Hours**

**Student Level:**

This course is open to students on the college level in either the Freshman or Sophomore year.

**Catalog Description:**

**HPE6305 – INTRODUCTION TO SPORT MANAGEMENT (3 hrs)**

This course will provide an overview of the sport management profession. Course content will examine various components of the management and operation of sport and fitness facilities and organizations. Introduction to the sport industry will include professional and amateur sport entertainment, for-profit and nonprofit sport participation, sporting goods, sports services and sport tourism.

**Prerequisites:**

ENG2211 Composition I

**Co-requisites:**

HPE 6300 Sport Management Practicum I

**Controlling Purpose:**

The course is designed to provide the student with experiences for determining an appropriate sport industry field as a profession. An understanding of the managerial decisions and strategies used in the business of sport can be applied to other fields of study or professions. Students will gain knowledge regarding the historical, societal and economic influences on sport as a business or industry.

**Learner Outcomes:**

The student will...

- Define sport and sport management as a profession
- Understand the evolution of sport as a business industry and discuss the role of sports in historical, economic, political and cultural perspectives
- Describe various sport business and industry structures and settings
- Explain the skills, practices and theories applied in the various sport management positions and differentiate between the various functional areas of sport management
- Identify current challenges and trends within sport management

**Units Outcomes and Clock Hours of Instruction for Core Curriculum:**

The following outline defines the minimum core content not including the final examination period. Instructors may add other material as time allows.

Evaluation Key:

- A = All major and minor goals have been achieved and the achievement level is considerably above the minimum required for doing more advanced work in the same field.
- B = All major goals have been achieved, but the student has failed to achieve some of the less important goals. However, the student has progressed to the point where the goals of work at the next level can be easily achieved.
- C = All major goals have been achieved, but many of the minor goals have not been achieved. In this grade range, the minimum level of proficiency represents a person who has achieved the major goals to the minimum amount of preparation necessary for taking more advanced work in the same field, but without any major handicap of inadequacy in his background.
- D = A few of the major goals have been achieved, but the student’s achievement is so limited that he is not well prepared to work at a more advanced level in the same field.
- F = Failing, will be computed in GPA and hours attempted.
- N = No instruction or training in this area.

<b>UNIT 1:</b> Define sport and sport management as a profession						
Outcomes: The pre-professional student will						
A	B	C	D	F	N	Specific Competencies
						Discuss examples of traditional and nontraditional sporting activities
						Explain the components of management as they relate to various positions and settings within sport
						Identify on the various skills, competencies and attitudes needed to be successful within a sport management position
						Identify opportunity for entry level positions or internships
						Design a plan for gaining employment as a sport manager

<b>UNIT 2:</b> Understand the evolution of sport as a business industry and discuss the role of sports in historical, economic, political and cultural perspectives.						
Outcomes: The pre-professional student will						
A	B	C	D	F	N	Specific Competencies:
						Outline the historical evolution of organized and recreational sport
						Identify major business and market structures which influenced sport as an industry
						Identify key individuals and companies influential in the development of sport as an industry

						Explain the historical and current influences of economics on sport as a business
						Identify and discuss ways culture influences sport and the role of sport on society
						Describe the political aspects of sport, sport business, and sport industry
						Explain laws which control sport, sport business and sport industry
						Reflect on the ethical behaviors and expectations of the sport professional

<b>UNIT 3:</b> Describe various sport business and industry structures and settings						
Outcomes: The pre-professional student will						
A	B	C	D	F	N	Specific Competencies
						Explain the origins and value of community sport
						Define the various types of community sport organizations
						Identify and discuss potential challenges in managing community sport
						Explain the origins and value of interscholastic athletics
						Outline the governance and operating models of interscholastic athletics
						Identify and discuss the ethical influences and challenges of interscholastic athletics
						Explain the origins and value of intercollegiate athletics
						Outline the governance and finances of intercollegiate athletics
						Identify and discuss the ethical influences and challenges of intercollegiate athletics
						Explain the historical and unique aspects of professional sport
						Outline the revenue sources and economic impact of professional sport
						Outline the governance of professional sport
						Identify and discuss the ethical influences and challenges of professional sport
						Explain the functions and types of sport management and marketing agencies
						Describe the ethical issues of sport management and marketing agencies
						Define sport tourism as a business or industry
						Explain the function of sport tourism
						Describe ethical issues impacting sport tourism
						Design a plan for managing at least one of the sport management sites

**UNIT 4 :** Explain the skills, practices and theories applied in the various sport management positions and differentiate between the various functional areas of sport management

Outcomes: The pre-professional student will

A	B	C	D	F	N	Specific Competencies:
						Differentiate the skills and competences required of various sport management positions and functional areas of sport management
						Identify concepts of management theory and their application in sport industry or organizations
						Identify and discuss organizational environment and explain organizational effectiveness and how it is measured in sport business
						Describe the importance of strategic planning, organizational culture, and organizational change
						Differentiate between functional areas such as marketing, consumer behavior, communication in sport industry, finance and economics, and facility and event management

**UNIT 5 :** Identify current challenges and trends within sport management

Outcomes: The pre-professional student will

A	B	C	D	F	N	Specific Competencies:
						Outline federal and state legislation which impact sport business and industry
						Describe the positive and negative sociological aspects of sport
						Explain the benefits of sport for personal or societal change
						Generate an overview of various perspectives on international sport
						Justify the importance of understanding research as a sport manager
						Examine current topics and trends in research and the potential impact on sport, sport industry, or sport management

**Projects Required:**

Management Plan for at least one site type.

Pre-professional academic and career plan

**Textbook:**

Visit the [Cowley College Bookstore](#) for more information.

**Materials/Equipment Required:**

Refer to course syllabus and the [Cowley College Bookstore](#)

**Attendance Policy:**

Students should adhere to the attendance policy outlined by the instructor in the course syllabus.

**Grading Policy:**

The grading policy will be outlined by the instructor in the course syllabus and will follow college policy.

**Maximum class size:**

Based on classroom occupancy

**Course Time Frame:**

The U.S. Department of Education, Higher Learning Commission and the Kansas Board of Regents define credit hour and have specific regulations that the college must follow when developing, teaching and assessing the educational aspects of the college. A credit hour is an amount of work represented in intended learning outcomes and verified by evidence of student achievement that is an institutionally-established equivalency that reasonably approximates not less than one hour of classroom or direct faculty instruction and a minimum of two hours of out-of-class student work for approximately fifteen weeks for one semester hour of credit or an equivalent amount of work over a different amount of time. The number of semester hours of credit allowed for each distance education or blended hybrid courses shall be assigned by the college based on the amount of time needed to achieve the same course outcomes in a purely face-to-face format.

**Refer to the following policies:**

[402.00 Academic Code of Conduct](#)

[263.00 Student Appeal of Course Grades](#)

[403.00 Student Code of Conduct](#)

**Disability Services Program:**

Cowley College, in recognition of state and federal laws, will accommodate a student with a documented disability. If a student has a disability which may impact work in this class and which requires accommodations, contact the Disability Services Coordinator.