

**SPORTS AND ENTERTAINMENT MANAGEMENT**  
**COURSE CODE: 5426**

**Course Description:**

In this course, students will apply concepts learned in Sports and Entertainment Marketing and study key concepts in management and managerial principles as related to the sports and entertainment industry. Topics that will be addressed include leadership, finance, product management, people management, information management, legal and ethical issues, customer relations, sales management, change management, and career development. Students who are considering careers in the following areas will benefit from this course: sports and entertainment law, box office management and sales, group sales, public sales, marketing, operations, development, sports programming, and other various managerial and leadership positions in the sports and entertainment industry.

**Course Objective:**

Given the opportunity to participate in essential learning experience in the classroom including the use of the necessary equipment, supplies, and facilities, the student will be able to perform the following core standards in a course that gives one unit of credit.

**Credit:** 1 Unit

**Recommended Grade Levels:** 11-12

**Prerequisite:** Sports and Entertainment Marketing or Marketing

**Computer Access Is Required**

**Resources**

[www.mysctextbooks.com](http://www.mysctextbooks.com)

Sports and Entertainment Management, Kaser and Brooks, Thomson Southwestern, 2005.

**A. SAFETY AND ETHICS**

1. Identify major causes of work-related accidents in offices.
2. Describe the threats to a computer network, methods of avoiding attacks, and options in dealing with virus attacks.
3. Identify potential abuse and unethical uses of computers and networks.
4. Explain the consequences of illegal, social, and unethical uses of information technologies (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices).

5. Differentiate between freeware, shareware, and public domain software copyrights.
6. Discuss computer crimes, terms of use, and legal issues such as copyright laws, fair use laws, and ethics pertaining to scanned and downloaded clip art images, photographs, documents, video, recorded sounds and music, trademarks, and other elements for use in Web publications.
7. Identify netiquette including the use of e-mail, social networking, blogs, texting, and chatting.
8. Describe ethical and legal practices in business professions such as safeguarding the confidentiality of business-related information.

## **B. EMPLOYABILITY SKILLS**

1. Identify positive work practices (e.g., appropriate dress code for the workplace, personal grooming, punctuality, time management, organization).
2. Demonstrate positive interpersonal skills (e.g., communication, respect, teamwork).

## **C. STUDENT ORGANIZATIONS**

1. Explain how related student organizations are integral parts of career and technology education courses.
2. Explain the goals and objectives of related student organizations.
3. List opportunities available to students through participation in related student organization conferences/competitions, community service, philanthropy, and other activities.
4. Explain how participation in career and technology education student organizations can promote lifelong responsibility for community service and professional development.

## **D. COMPONENTS OF THE MARKETING EDUCATION PROGRAM**

1. Distinguish between clusters of study and courses required.
2. Explain the objectives of the sports and entertainment marketing course as it relates to the marketing education program.
3. Explain the value of related student organization as integral part of the sports and entertainment marketing course.
4. Explain opportunities available to students through participation in related student organization conferences/activities.
5. Identify dates of related student organization conferences/activities.

## **E. MANAGERIAL BASICS**

1. Define management.
2. List the four functions of management.
3. Apply the four functions of management as related to everyday sports and entertainment business operations.
4. Discuss business management principles.
5. Describe a successful manager and a successful leader.
6. Discuss the role of decision making in the success of a leader.
7. Identify the steps in the decision making process.
8. Describe effective teamwork practices.
9. Use effective teamwork practices in the classroom and group settings.
10. Describe organizational structures and charts.
11. Identify current trends in the workforce concerning organizational structures.

## **F. COLLEGIATE AND AMATEUR SPORTS**

1. Describe the managerial role of the NCAA and other collegiate governing bodies in college athletics.
2. Discuss the levels of management in the NCAA.
3. Discuss Total Quality Management (TQM) as a method of successful event management.
4. Identify new trends and areas of growth in amateur sports.
5. Describe how the management functions may be used in amateur sports and camps.

## **G. PROFESSIONAL SPORTS**

1. Write a mission statement for a sports or entertainment organization.
2. Write short-term and long-term goals for a sports or entertainment organization.
3. Discuss the importance of strategic planning.
4. Discuss the use of the four management functions in professional sports.
5. Identify and define standards of controlling professional sports.
6. Research historical events and historical figures directly related to racial and/or gender equity in sports, e.g., Jackie Robinson, USA Women's Soccer, and Althea Gibson, including search for the people in management behind those events.
7. Describe the importance of business and financial plans, job descriptions, and separation of responsibilities in a large organization.

8. Identify sports agents and their duties.
9. Identify general managers for professional teams and their duties.
10. Discuss ethical issues in sports, e.g., former steroid use and gambling.

## **H. FINANCIAL AND ECONOMIC CONCEPTS**

1. Develop an understanding of basic financial documents: budgets, income statements, balance sheets, and breakeven point analysis.
2. Research types of budgeting techniques used by athletic directors at major universities and finance officers in professional sports.
3. Understand the importance of good and bad debt.
4. Discuss how college and professional sports raise money to build facilities.
5. Describe the economic impact of sports and entertainment events in various areas: locally, regionally, nationally, and internationally.
6. Research collegiate budgets and discuss how athletic directors use tiering, regionalizing, and other budgeting decision making methods.
7. Discuss the impact of revenue sharing and its effects on small market teams in major league sports, specifically baseball.
8. Describe economics as related to collegiate sports, professional sports, and entertainment.
9. Explain supply and demand.
10. Define utility and the types of utility.
11. Identify the factors of production.
12. Discuss economic systems.

## **I. EVENT MANAGEMENT**

1. Identify and describe organizational structures and teams.
2. Discuss how businesses are organized: centralized, decentralized, and flattened.\*
3. Discuss prevention procedures and preparation techniques.
4. Describe potential marketing and sales techniques used before, during, and after events.
5. Organize and execute a simple event for a chosen civic organization.

## **J. MANAGEMENT FUNCTIONS**

1. Define formal and informal planning.

2. Discuss the differences between formal and informal planning.
3. Identify the steps in the planning process.
4. Define organization and specialization.
5. Determine the importance of structure in an organization.
6. Explain factors of structure in the organization.
7. Define departmentalization.
8. Identify types of departmentalization.
9. Discuss effective motivation techniques and effective work teams.
10. Explain why standards and an effective feedback system are essential in the control process.

#### **K. DECISION MAKING AND STRATEGY**

1. Explain the types of decisions made by managers.
2. Discuss types of decision making styles and approaches.
3. Describe the conditions faced by a manager when making a decision.
4. Discuss group decision making and techniques for improving group decision making.
5. Define and explain how knowledge management benefits sports and entertainment managers.
6. Discuss strategic management and three levels of strategy.
7. Identify advantages and risks of strategic management.
8. Identify the steps in strategic management.
9. Explain the development phase of strategic management.
10. Describe the action and review phases of the strategic management process.
11. Identify and explain the major strategic planning tools used by managers.
12. Explain the process and benefits of attaining strategic fit.

#### **L. HUMAN RESOURCES AND MANAGERIAL CAREERS**

1. Identify the functions and responsibilities of human resources.
2. Describe the recruiting and retention processes.
3. Explain why coordinating and giving feedback are important responsibilities in human resources.
4. Explain why managers should delegate duties.
5. Discuss the latest trends in the sports and entertainment industries.
6. Identify specific skills needed by today's sports and entertainment workforce.

7. Develop a career portfolio including a resume, cover letter, job application, and a job shadowing experience, along with other work-related items.
8. Research a sports or entertainment management career.
9. Address in writing the findings from research on a sports or entertainment management career.
10. Demonstrate career findings to class.

#### **M. LEADERSHIP AND TEAMWORK**

1. Define leadership and identify characteristics of successful leaders.
2. Identify characteristics of successful leaders.
3. Identify ways a leader can influence followers.
4. Identify important human relations skills of a leader or manager.
5. Discuss the importance of communication as an effective leader.
6. Explain the difference between power and authority.
7. Explain why managers should know what motivates individuals to accomplish organizational goals.
8. Identify and describe four leadership styles: autocratic, democratic, open, and situational.
9. Discuss why people are resistant to change.
10. Explain the steps in a successful change process.
11. Identify and describe the two basic group structures.
12. Describe factors that influence group behavior.
13. Identify the different types of teams used by an organization.
14. Explain how a manager can build a successful team.
15. Research successful leaders and/or teams. Explain why they were successful.
16. Develop report on research conducted on successful leaders and/or teams including reasons they were successful.
17. Discuss how technology can be used in team decision-making.
18. Describe how organizations can be designed to support team decision-making.

#### **N. MANAGERIAL OPERATIONS AND MANAGEMENT INFORMATION TECHNOLOGY**

1. Define operations management and identify its functions.
2. Identify functions of operation management.
3. Discuss how competition affects operations planning.
4. Discuss how technology and statistical programs can be used in operations management, specifically with inputs, outputs, and assembly lines.

5. Explain the evolution of the management information system (MIS).
6. Describe key components of the management information system (MIS).
7. Discuss the implementation of strategies using a management information system (MIS).
8. Describe how decision supports systems can be used by management.

#### **O. SPORTS AND ENTERTAINMENT LAW**

1. Describe how monopoly laws affect professional sports.
2. Discuss the impact of Title IX on management of college athletics.
3. Describe the NCAA's, NAIA's, and NJCAA's roles as the governing bodies in collegiate athletics.
4. Identify sports and entertainment agents and companies.
5. Explain the agent's and general manager's roles in an athlete's contractual agreement.

#### **Additional Recommendations:**

- 1) Each student should read a book on leadership during this course.
- 2) Each student should create/host and manage a sports or entertainment event that promotes a charity or civic organization or in which the proceeds benefit that organization.

#### **Helpful Web Sites:**

[www.ncaa.org](http://www.ncaa.org) (National Collegiate Athletic Association)  
[www.naia.org](http://www.naia.org) (National Association of Intercollegiate Athletics)  
[www.njcaa.org](http://www.njcaa.org) (National Junior Collegiate Athletic Association)  
[www.imgworld.com](http://www.imgworld.com) (International Management Group)  
[www.nfl.com](http://www.nfl.com) (National Football League)  
[www.mlb.com](http://www.mlb.com) (Major League Baseball)  
[www.nba.com](http://www.nba.com) (National Basketball Association)  
[www.nhl.com](http://www.nhl.com) (National Hockey League)  
[www.mls.com](http://www.mls.com) (Major League Soccer)  
[www.deca.org](http://www.deca.org)