

KINS 54: INTRODUCTION TO SPORTS MANAGEMENT

Foothill College Course Outline of Record

Heading	Value
Effective Term:	Summer 2022
Units:	4
Hours:	4 lecture per week (48 total per quarter)
Degree & Credit Status:	Degree-Applicable Credit Course
Foothill GE:	Non-GE
Transferable:	CSU
Grade Type:	Letter Grade Only
Repeatability:	Not Repeatable

Description

Introduction to the field of sports management. Career opportunities, human resources management, leadership, strategic planning, teamwork, ethics and values, marketing and advertising, finance, managing facilities, sports and the law, economics of sport and community impact.

Course Objectives

The student will be able to:

- describe career opportunities in sports management
- assess the issues related to liability and risk management
- describe the factors related to managing sports facilities
- analyze the components that make up the economic and financial part of sports
- analyze group decision making and problem solving
- explain the relationship between management and athletes
- discuss the law and how it relates to professional sports

Course Content

- Understanding sport management
 - History
 - Principles
 - Marketing
- Human resources management in sport
- Labor relations in professional sports
 - Sports agency
- Ethics, sport governance and contract law
- Managing facilities
 - Event management
 - Sport communications
- Sponsorships and sports licensing
- Financing sport
 - The sporting goods and licensed product industries

Lab Content

Not applicable.

Special Facilities and/or Equipment

When taught via Foothill Global Access, on-going access to computer with email software and hardware; email address.

Method(s) of Evaluation

Methods of Evaluation may include but are not limited to the following:

Quizzes
Written exercises
Research projects
Final examination
Class participation
Group projects

Method(s) of Instruction

Methods of Instruction may include but are not limited to the following:

Lecture/discussion
Canvas online system
Activities
Discussion seminar
Problem solving
Group activities

Representative Text(s) and Other Materials

Masteralexis, Lisa, Carol Barr, and Mary Hums. Principle and Practice of Sport Management, 6th ed.. 2020.

Types and/or Examples of Required Reading, Writing, and Outside of Class Assignments

- Web searches and written assignment on career opportunities in sports management
- Review current articles on liability in sports and facilities, and report to the class what you have found
- Design and implement a local athletic event at the college

Discipline(s)

Kinesiology