COURSE TITLE: WEX-126 - Sports Administration
COURSE CREDITS/HOURS: 3 lectures; 3 credits
PREREQUISITE: None
SEMESTER & YEAR: Fall 2009
COURSE NUMBER: TBA
MEETING TIMES & LOCATIONS: TBA
INSTRUCTOR: TBA
DEPARTMENT OFFICE LOCATION: G-207
DEPARTMENT PHONE: 201-447-7899
OFFICE HOURS: TBA
EMAIL ADDRESS: TBA

COURSE DESCRIPTION:
Sports Administration provides an overview of the general principles of management and applies them to the sports industry and sports organizations in particular. The course includes basic organizational business structures, trends and observations. Students will also consider the ethical and moral dilemmas facing sports managers as well as the role of sports in society, and explore career opportunities.

OUTCOMES STATEMENT:
The student will develop an understanding of management principles and apply them to current situations. Students will investigate the job market for career opportunities and will find current situations which have moral and ethical implications.

STUDENT LEARNING OBJECTIVES:
As a result of meeting the requirements in this course, the students will be able to:
A. Define the basic management principles as they relate to sport management.
B. Justify and explain the global sport industry.
C. Define the managerial roles and responsibilities of sport managers.
D. Recognize the required competencies and skills needed by sport managers.
E. Practice written communication skills and think critically regarding sport management issues.
F. Analyze and compare the career opportunities in sport management.
ASSESSMENT CRITERIA:
A. Students will be able to define in writing sport management principles.
B. Students will interact with sports organizations by visitations verbally and in writing identify various aspects of the sport industry.
C. Students will define in writing the effects of technology in sport management.
D. Students will define in writing and verbally sponsorships in sport management.
E. Students will be able to demonstrate in writing a knowledge of eligibility in high school and collegiate sports.

CONTENT OUTLINE
A. History of sport management
B. Management principles as they apply to sports management.
C. Sponsorships and licensing.
D. Scholastic eligibility.
E. Facilities management.
F. Morality, ethics and professionalism in sport management.
G. Legal issues of sport management.
H. Business structures of amateur, intercollegiate and professional sports.
I. Risk management.
J. Power, politics and decision making.
K. Career opportunities.

PROCEDURES, TECHNIQUES, METHODS
A. Lecture, discussion, demonstration
B. Written examinations
C. Media utilization
D. Assignments – written, reading, verbal
E. Guest speakers
   1. Facility visitation

WRITING REQUIREMENTS
Students will be assigned well-designed out-of-class writing projects during the course of the semester (journals, research papers, book reviews, etc.) The number of assignments and their content will be exclusive of writing (essay) required on examinations.

GRADING POLICY
The final grade for the course is based on the student’s performance on the required work for the course (writing assignments, quizzes, class presentations, etc.) and on his or her mastery of the material covered in the course. A student’s participation may also be evaluated in the final grade.

ATTENDANCE POLICY
Students are expected to attend punctually every scheduled meeting of each course in which they are registered. Attendance and lateness policies and sanctions are to be determined by the instructor for each section of the course. These will be established in writing on the individual course outline. Attendance will be kept by the instructor for administrative and counseling purposes.
RULES & REGULATIONS
At the beginning of the academic year, each student is expected to obtain a copy of the College Catalog, Student Handbook, and the Academic Calendar. The catalog contains information about the regulations and procedures essential to student life on campus. Every student is responsible to be aware of information included in the catalog and student handbook regarding conduct, academic integrity, appropriate use of technology, etc.

STUDENT FACILITIES
Students are referred to the College Catalog which contains a complete listing and description of available facilities and services including but not limited to: the Silverman Library, Office of Specialized Services, Bookstore, Graphics Lab, Tutoring Center, Athletic and Exercise facilities, etc.

SUGGESTED READING:
Parks, Janet B. “Contemporary Sport Management.”
Parkhouse, Bonnie L. “The Management of Sport”
Masteralexis, Lisa & Barr, Carol. “Principles of Sport Management.”
The Wall Street Journal
The Sporting News
Sports Illustrated
The Bergen Record/ Star Ledger
www.sportbusiness.com
Street & Smith’s Sports Business Journal.

Course sequence and content are subject to change without notice as emphasis on course content may vary.

February 2009