

Reynolds Community College
Course Content Summary

Course Prefix and Number: PED 195

Credits: 3

Course Title: Topics in Physical Education - Principles and Practices of Sport Management

Course Description: Emphasizes basic management principles related to the sports management industry and provides an overview of career opportunities in the field. Introduces students to sports marketing, sports law, sports supervision, sports media, sports ethics, recreational sports management, and other related areas. Emphasizes the development and improvement of communication skills. An overview is provided with regard to career opportunities in this field. This course cannot be used as a personal wellness elective. Lecture 3 hours per week.

General Course Purpose: The purpose of this course is to provide an overview of the sport industry and cover basic fundamental knowledge and skill sets of the sports manager. The course cannot be used to meet a personal wellness elective, but will transfer to VCU as an elective.

Course Prerequisites and Co-requisites: None

Course Objectives:

Upon completing the course, the student will be able to

- a. Describe the evolution of sports managers and how trained sport managers provide value to sports organizations;
- b. Demonstrate knowledge of basic management skills critical to the success of a sport organization;
- c. Define risk management and identify the consequences of not addressing legal issues can wreak havoc on a sport organization;
- d. Formulate and write a code of conduct for a sports organization;
- e. Distinguish between morality and legality and identify how a decision may be legal while at the same time be immoral;
- f. Analyze current issues in the sports management field to include enhanced security, access for persons with disabilities, and universal design;
- g. Explain the vital role that communication plays in the success of a sports organization;
- h. Develop a crisis plan for a sports organization and explain the basic communication crisis principles; and
- i. Develop an employment plan that assesses the realities of employment opportunities in the sport industry.

Major Topics to Be Included:

- a. History of sport management
- b. Management, marketing, financial, economic, legal, and ethical principles applied to sport management
- c. Amateur sport industry: high school and youth sport, collegiate sport, and international sport
- d. Professional sport industry: professional sport and sports agency
- e. Facility and event management
- f. Sport sales and sponsorship
- g. Sport communications and broadcasting
- h. Golf and club management
- i. Recreational sport
- j. Strategies for career success

Effective Date of Course Content Summary: August 24, 2015