

SMGT Sport Management

SMGT 2130 Introduction to Sport Management **3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Introduces students to the meaning of sport management in terms of its scope, foundations, issues and future trends. Examines the job responsibilities and competencies required of sport managers in a variety of sports, or sport-related organizations. Also provides the student with an overview of the different facets and career opportunities available in the field of sport management.

SMGT 2230 Social Issues of Sport **3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Helps the student understand the social aspect of sport. Specifically, examines such topics as how social phenomena affect sport participation and behavior, and how the dynamic nature and diverse parameters of society affect the sport industry.

SMGT 3130 Fan Behavior in Sport **3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Explores the social and psychological aspects of sport fandom, with emphasis given to fan identity, sport hero worship, sport spectator aggression, spectator riots, psychological attachment to teams and sports, and sociological implications of fan behavior in society.

SMGT 3230 Economics of Sport **3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Examines major economic issues in the sport industry and introduces the methodology of economics that can be used to analyze these issues.

Prerequisite(s): A minimum grade of "C" in SMGT 2130, SMGT 2230, ACCT 2030, ECON 2105, STAT 2231 and either CISM 1110, CISM 1120, CISM 1130.

SMGT 3236 Financial Management of Sport **3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Examines the fundamental concepts and theories of finance applicable to the field of sport management.

Prerequisite(s): A minimum grade of "C" in ACCT 2030, CISM 2530, COMM 1110, ECON 2105, SMGT 2130, and STAT 2231.

SMGT 3237 International Sport Management **3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

An in-depth examination of the nature and role of sport in contrasting cultures and the matters of sport governance that cross national boundaries as well as the possibilities of formulating reform measures in sport policy and practice around the world.

Prerequisite(s): A minimum grade of "C" in SMGT 2130, SMGT 2230, ACCT 2030, COMM 2332, ECON 2105, STAT 2231.

SMGT 3238 Management of Sport Organizations **3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Introduces the student to the operation of actual sport enterprises.

Prerequisite(s): A minimum grade of "C" in ACCT 2030, CISM 2530, COMM 1110, ECON 2105, SMGT 2130, and STAT 2231.

SMGT 3330 Sport Promotion and Marketing **3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Focuses on the application of marketing principles and practices to the sport industry.

Prerequisite(s): A minimum grade of "C" in ACCT 2030, CISM 2530, COMM 1110, ECON 2105, SMGT 2130, and STAT 2231.

SMGT 4090 Selected Topics in Sport Management **1-3 Credit Hours. 1-3 Lecture Hours. 0 Lab Hours.**

Provides a student with in-depth of selected topics in Sport Management.

Prerequisite(s): Permission of instructor.

SMGT 4330 Facility and Event Management **3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Addresses the principles and procedures involved in sports facility and event management. Special emphasis will be given to sports event planning, production, and evaluation.

Prerequisite(s): A minimum grade of "C" in SMGT 2130, SMGT 2230, ACCT 2030, ECON 2105, STAT 2231 and either CISM 1110, CISM 1120, CISM 1130.

SMGT 4336 Sport Business Operations **3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Teaches the student to use modern computerized programs used in the operations of the sport industry and the policies and procedures that govern their use.

Prerequisite(s): A minimum grade of "C" in SMGT 2130, SMGT 2230, ACCT 2030, ECON 2105, STAT 2231 and either CISM 1110, CISM 1120, CISM 1130.

SMGT 4337 Legal Aspects of Sport **3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Helps the student understand the legal aspects of negligence, intentional torts, the essentials of contracts, and elements of constitutional law as they apply to the sport industry. Helps the student understand risk management in the sport industry.

Prerequisite(s): A minimum grade of "C" in ACCT 2030, CISM 2530, COMM 1110, ECON 2105, SMGT 2130, and STAT 2231.

SMGT 4338 Sport Policy Development **3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Helps the student understand the modern administrative issues in the administration of sport related businesses. The course will focus on many of the most demanding legal concerns of running sport businesses.

Prerequisite(s): A minimum grade of "C" in ACCT 2030, CISM 2530, COMM 1110, ECON 2105, SMGT 2130, and STAT 2231.

SMGT 4630 Baseball and American Culture **3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

This course is designed to provide students with an overview of the history of baseball in America, and relate the historical events and phenomena to American culture. Course work will relate class topics to historical and contemporary social, cultural, economic, and political issues. Course content will consist of lectures, readings, class discussion, video and other presentations.

SMGT 4735 Sport Management Internship **12 Credit Hours. 0 Lecture Hours. 0 Lab Hours.**

The student is involved with an organization in a full-time (40 hours per week) capacity where he/she has the opportunity to work in either a sport industry setting, or one which is commensurate with typical, entry-level sport industry functions and roles. The internship opportunity must be approved by the Undergraduate Internship Director, and allows the Senior student to apply the Sport Management curriculum in a work environment. Students must have a 2.25 Overall GPA to enroll and must have successfully completed all courses (exceptions made ONLY if student lacks ONE course and ONLY with approval of student's advisor) on the program of study for the B.S. in Sport Management. Students who do not meet the 2.25 requirement may complete twelve hours of GUIDED electives with the approval of their advisor.

SMGT 4899 Directed Individual Study **1-6 Credit Hours. 0 Lecture Hours. 0 Lab Hours.**

Provides the student with the opportunity to investigate an area of interest under the direction of a faculty mentor.

Prerequisite(s): Permission of instructor.

SMGT 6030 Selected Topics in Sport Management **3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Provides students with the opportunity to study contemporary topics and issues relevant to the sport management profession.

Cross Listing(s): SMGT 6030S.

**SMGT 6131 Management of Personnel in Sport
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

This course is a study of people at work and the accompanying attitudes, behaviors, and skills that employees exhibit during the work process. The goal of the course is first for students to understand and recognize specific workplace behaviors/attitudes and second, for students to learn various approaches to managing these behaviors/attitudes. Additionally, special attention is given to the management of volunteers in the sport industry.

**SMGT 6132 Current Trends in Sport Administration
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

This course provides insight into the past, current, and future trends in the field of sport administration. Emphasis will be placed on comprehension, assessment and problem resolution. Administrative theory and function, as well as cultural, social, legal and economic factors; and professional practices and applications within the field of sport administration are analyzed and applied to current issues and trends in the industry.

**SMGT 6133 Consumer Behavior in Sport
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Sport spectating is an extremely popular activity in the United States and little is known about the theoretical nuances that determine spectator behavior in sport. This course is intended to provide students with comprehensive coverage of sport spectator consumer behavior. Various models and paradigms relevant to sport spectator consumption behavior will be examined.

**SMGT 6134 Sport Sponsorship
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

This course contains a detailed consideration of the relationship between sports and corporate sponsorship programs. The course focuses on alignment marketing issues, strategic communication through sponsorship programs, sponsor value, and sponsorship evaluation.

**SMGT 6135 Revenue Generation in Sport
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

This course exposes students to a broad range of topics related to Revenue Generation in the Sport Industry mostly centered around ticket sales and fundraising. Students will learn various approaches to ticket sales strategies in professional sports, the process of a sales call, specific types of inventory in professional and collegiate sport, and strategies for successful fundraising in collegiate athletics.

**SMGT 6330 Social and Ethical Issues of Sport and Leisure
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Introduces the student to a variety of sociological principles and implications that relate to human organization and human interaction within the realm of leisure and sport. Leisure and sport are pervasive influences in American culture and in much of the developed world. It is important to understand the evolution of the leisure ethic in our society, how sport has become so important and how an individual is socialized through the forum of sport. The class will investigate the interrelationships between society, sport, popular culture and the value systems attributed to the involvement in these areas.

**SMGT 6335 Sport Administration
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Designed to develop a futuristic understanding of the management of sport related businesses. The exponential change in the world of sport requires an understanding of successful past and present practices and the foreseeability of change. Emphasis in this class will be on strategic planning for change, NCAA change in organization and mandates, the current and future legal environment in sport including changes in "standards of care", and the managerial implications for keeping up with the changing nature of sport participants and the associated coaching changes needed to be effective.

**SMGT 6337 Sport Facility and Event Management
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Helps the student understand contemporary sport facilities and event management. Important aspects of the class include event risk management, event planning and operations, facilities management, facility planning and development, and negotiating with promoters, independent contractors and those involved in privatization.

**SMGT 7330 Research and Analysis in Sport
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

This course offers an operational understanding of research, evaluation methods, and statistical applications in the sport industry. Students taking this course should be able to design and conduct research in sport organizations that generates trustworthy data and adequately addresses a business question.

**SMGT 7335 Sport Law and Risk Management
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Provides an advanced understanding of legal proceedings, legal research, negligence, and risk management. Through actual experiences of advanced legal research, moot courts, and the development of a risk management plan for an actual sport business students will develop a deeper understanding of the current status of negligence as it applies to the sport industry and the development of a risk plan to reduce operational risks.

**SMGT 7337 Sport Marketing
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Examines the unique nature of marketing sport both as a participatory and spectator event. Emphasis is upon understanding the synergy of marketing, sport and society. Consideration is given to marketing collegiate and professional sport.

**SMGT 7339 Financial and Strategic Management in Sport
3 Credit Hours. 3 Lecture Hours. 0 Lab Hours.**

Traditional and innovative revenue acquisition methods available to sport organizations will be examined. Particularly, the thorough financial analysis of two sport organizations competing in the same segment of the sport industry. The second half of the course focuses on macro management strategies. Content includes low-cost provider, differentiation and niche strategies and the analysis of Porter's 5 Forces Model of sustaining competitive advantage.

**SMGT 7790 Sport Management Internship
9 Credit Hours. 0 Lecture Hours. 0 Lab Hours.**

Allows the student to apply the knowledge and skills acquired in class and to receive practical experience in selected sport industry settings.

**SMGT 7830 Directed Individual Study
3 Credit Hours. 0 Lecture Hours. 0 Lab Hours.**

Provides an opportunity to pursue an independent sport management research project or to work with a faculty member as part of a research team.

**SMGT 7899 Directed Independent Study of Sport Management
1-3 Credit Hours. 0 Lecture Hours. 0 Lab Hours.**

An independent or directed study supervised by a member of the graduate faculty of the Sport Management program.

**SMGT 7999 Thesis
1-6 Credit Hours. 1-6 Lecture Hours. 0 Lab Hours.**

Opportunity to conduct an independent research project in the preferred field of sport management, requiring the development of a thesis proposal, the execution of appropriate research, the analysis of results, and the development of a written product.