

SPRINGFIELD TECHNICAL COMMUNITY COLLEGE

ACADEMIC AFFAIRS

Course Number: SEMT 210 Department: Business Administration  
 Course Title: Introduction to Sports Management Semester: Fall Year: 2006

| Course Objective                      | Competencies  |
|---------------------------------------|---|
| 1. The Context of the Sports Industry | 1. Explain the various components of the sports industry.<br>2. Explain the unique opportunities and challenges that exist in the sports industry.<br>3. Discuss the impact of media and global licensing.      |
| 2. Planning Skills                    | 1. Apply strategic planning concepts to sports and sport facilities.<br>2. Apply operational planning concepts to sports and sport facilities.<br>3. Explain the steps involved in facility and event planning. |
| 3. Organizing Concepts and Skills     | 1. Explain relationships between and among various sports teams and sports agencies .<br>2. Explain work and organizational design concepts as it relates to sports organizations and recreation industry.      |

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|--|---|
| 4. Improving Performance – Motivation and Leadership | <ol style="list-style-type: none"> <li>1. Explain how motivational theories can be applied to athletes, coaches and administrators.</li> <li>2. Discuss the leadership qualities needed to move the team from average – to good – to great.</li> <li>3. Explain group dynamics and apply team concepts at the group, team and organizational levels.</li> </ol> |
| 5. Communicating for Results                         | <ol style="list-style-type: none"> <li>1. Explain the basic steps in the communication process.</li> <li>2. Discuss communication issues related to dealing with the media.</li> <li>3. Explain the steps involved in dealing with emotional people.</li> </ol>   |
| 6. Leading and Managing Change                       | <ol style="list-style-type: none"> <li>1. Explain the significant changes occurring in the Intercollegiate Athletic System and Professional Sports Organizations.</li> <li>2. Explain the steps required to successfully introduce and manage the change process.</li> </ol>  |