



Syllabus

BUS 126 - Introduction to Sports Studies

General Information

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Department Business

Course Prefix BUS

Course Number 126

Course Title Introduction to Sports Studies

Course Information

Catalog Description Students will study the components of management as applied to sport enterprises, as well as the historical, psychological and sociological foundations of sport. An overview of the various careers associated with sports management or sports tourism is provided. In order to understand how to plan and develop a sports-related business or sports-related tourism destination, students will be introduced to ideas such as the scope of sport events, event logistics (including sponsorship, hospitality, and the use of volunteers), and licensing agreements.

Credit Hours 3

Lecture Contact Hours 3

Lab Contact Hours 0

Other Contact Hours 0

Grading Scheme Letter

Prerequisites

None

Co-requisites

None

First Year Experience/Capstone Designation

This course is designated as satisfying the outcomes applicable for status as a First Year Experience

SUNY General Education

This course is designated as satisfying a requirement in the following SUNY Gen Ed category

None

FLCC Values

Institutional Learning Outcomes Addressed by the Course

Vitality and Interconnectedness

Course Learning Outcomes

Course Learning Outcomes

1. Explain the historical development of the sports industry, including the expansion of employment opportunities in the diverse fields of sports management.
2. Evaluate the impact that sports properties and sport-related activities have on the local, regional, and national economies.
3. Discuss the legal and ethical issues addressed by the governance structures associated with a variety of amateur and professional sports properties.
4. Compare significant social events and trends and explain how they impact both the sports population and society as a whole.

Outline of Topics Covered

- I. Sports Management and the opportunities the sports industry presents
 - a. Introduction to the Sport Industry
 - b. The Sports Industry Environment
 - c. Career Opportunities in Sports
 - d. Ethics affecting players, teams and organizations

- e. Understanding the importance of management principles in a sports organization from the front line staff up to the General Manager and CEO
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- II. History of Sport
 - a. Examines the historic development of sports in society from 1870 to today
 - b. English Club System
 - c. American League Structure Sport as a Business
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- III. Economic scale of the Sports Industry
 - a. Tapping New Revenues
 - b. Media Rights
 - c. Merchandising
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- IV. International Sports Environment
 - a. Examination of the sports industry as it exists in countries around the world, how it contributes to the culture, the role of government, business and media
 - b. FIFA'
 - c. Olympics
 - d. Recruiting internationally
 - e. Globalization of Sport
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- V. Interscholastic Sports and Youth Sports
 - a. Player Safety
 - b. Pay to play
 - c. Transgender Eligibility
 - d. Fund-raising

- e. Parental Involvement
- f. Coaching Certifications

VI. Recreation and Fitness Trends

- a. Examination of the overarching principles and value it has to the betterment of a modern, healthy society
- b. Community Based Recreation
- c. Program Offerings
- d. Legal and Ethical Issues

VII. Intercollegiate Sports-

- a. History of NCAA
- b. Overview of issues, problems and concerns facing managers of collegiate athletics
- c. Division I,II and III Philosophy
- d. Academic eligibility
- e. Fair Pay to Play

VIII. Sport Events as a Destination Attraction

- a. Event Owners
- b. Bidding Process
- c. Occupancy Tax
- d. The Role of a Sports Commission
- e. Economic Impact for Communities

IX. Sports Marketing

- a.** The Sport Marketing Mix
- b.** Historical Development of Sponsorships
- c.** Audience Reach-Leveraging the popularity of sports worldwide.
- d.** Resource Management
- e.** Licensing