

# SPORT MANAGEMENT

## ASSOCIATE OF APPLIED SCIENCE (AAS) - 60 CREDITS

### About this program

The Sport Management program is designed to provide theoretical and practical preparation for sport management leaders in the business of sports. The program allows students to develop skills and knowledge in management, communication, public relations, facilities and finance as they relate to sports.

### Program outcomes

1. Demonstrate knowledge of coaching techniques and standards.
2. Demonstrate knowledge of sports business concepts.
3. Demonstrate knowledge of economic issues as they relate to sports in business settings.
4. Demonstrate an ability to use technology in sports management and business settings.
5. Demonstrate knowledge of social and ethical issues in sports and business.
6. Demonstrate knowledge of marketing, management, entrepreneurship, public relations, consumer behavior, and facilities and finance related to sports.
7. Demonstrate leadership skills within society as they relate to sports and sports management.

### Curriculum overview

<b>Crds</b>	<b>Requirement type</b>
48	Required courses
3	Restricted electives in courses
3	Restricted electives in subjects
6	Restricted electives in course types
<b>60</b>	<b>Total</b>

**Developmental courses note:** A student may be required to enroll in developmental courses in reading, writing and math. A student's scores on the Accuplacer assessment will determine enrollment in developmental courses. The purpose of developmental courses is to prepare students for the demands of a college-level curriculum. *Credits may vary.*

**Accreditation:** Minnesota State Community and Technical College is accredited by the Higher Learning Commission, a regional accreditation agency recognized by the U.S. Department of Education. The Higher Learning Commission 230 South LaSalle Street, Suite 7-500 Chicago, IL 60604-1411 <http://www.ncahigherlearningcommission.org> Phone: 312.263.0456 / 800.621.7440

## Curriculum requirement details

### Required courses

Course	Crds
ACCT2211 - Financial Accounting I .....	3
BUS1100 - Business Computers .....	3
BUS1141 - Introduction to Business .....	3
BUS2204 - Principles of Management .....	3
BUS2250 - Sport Marketing .....	3
COMM1120 - Introduction to Public Speaking .....	3
ENTR1101 - Entrepreneurship I: Finding Your Opportunity .....	3
ENTR1201 - Entrepreneurship II: Starting your Business .....	3
FYE1000 - Student Success Strategies .....	1
HLTH1122 - CPR-First Aid .....	1
HPER2500 - Introduction to Sports Psychology .....	3
HPER2502 - Foundations of Sports Officiating .....	2
PDEV1102 - Contemporary Career Search .....	1
PE1141 - Introduction to Strength Training .....	1
PE2100 - Introduction to Sport Management .....	3
PE2145 - Advanced Strength Training .....	1
PE2240 - Athletic Injury, Care and Prevention .....	2
PE2241 - Principles of Coaching .....	3
PE2254 - Sports in Society .....	3
PHIL1201 - Ethics .....	3

### Other requirements or restricted electives

#### 3 credits from one or more of these Courses:

Course title	Credits
ECON2210 - Macroeconomics .....	3
ECON2222 - Microeconomics .....	3

#### 3 credits from one or more of these Subjects:

- ACCT
- BUS
- CPTR
- HPER
- MKTG
- PE

#### 3 credits from these Course Types:

- General Education w/MnTC Goals

#### 3 credits from these Course Types:

- General Education w/MnTC Goals

## Course summaries

### **ACCT2211 - Financial Accounting I** ..... (3 credits)

This course introduces students to the content and concepts underlying financial statements. Course content includes study of the accounting model, financial statements, merchandise accounting, internal controls and accounting for assets. The course focuses on using accounting information for decision making.

### **BUS1100 - Business Computers** ..... (3 credits)

Students will utilize business computer software applications including word processing, spreadsheets, databases and presentation software to solve business problems, emphasizing professional design and organization. Additional topics include basic computer hardware, computer security and ethics, privacy concerns and professional communication standards.

### **BUS1141 - Introduction to Business** ..... (3 credits)

Whether Business majors or simply curious about the field, students in this course examine how businesses operate in today's global economy and how various roles contribute to organizational success. Special emphasis is placed on career discovery, with students identifying potential professional interests and aligning their interests with business functions. Students explore current trends, ethical considerations and the impact of technology on business practices while also learning about the skills and qualifications needed for business careers.

### **BUS2204 - Principles of Management** ..... (3 credits)

This course examines the historical and philosophical foundations of management as well as current theory and practices. Managerial decisions as a planner, organizer, motivator, controller and leader of a diverse workforce in a competitive environment are identified and evaluated. The course is a study of the basic principles of business management, including the functional, scientific, behavioral and systems approaches along with the role of projects in contemporary organizations. Current literature, concepts, models and applications may be included as well as the use of case studies.

### **BUS2250 - Sport Marketing** ..... (3 credits)

Sport Marketing is a specialized course that prepares students to address marketing issues specific to the sports industry. This course analyzes the field of sports in terms of the practices, applications and strategies of mainstream marketing. Subjects include sponsorship, endorsements, licensing, market segmentation, promotional strategy for sports products, and emerging issues in sports marketing and explores strategies for success in marketing sports events, products and services.

### **COMM1120 - Introduction to Public Speaking** ..... (3 credits)

Meets MnTC Goal Area 1. This course clarifies the process of oral communication, clarifies the basic principles of public speaking and allows the student to increase the application of these principles while both speaking and listening.

#### **Prerequisites:**

- Assessment into ENGL 1101

### **ENTR1101 - Entrepreneurship I: Finding Your Opportunity** ..... (3 credits)

This course is designed for those who have a current business or aspire to create business opportunities. Students assess their skills, attitudes and behaviors related to entrepreneurial and innovative mindsets. Concepts and exercises focus on practical and repeatable processes and applications that identify unmet customer needs to generate ideas that become an innovation of value. Students create and present (pitch) business ideas. This course contains content and information on entrepreneurial mindset and entrepreneurial thinking.

### **ENTR1201 - Entrepreneurship II: Starting your Business** ..... (3 credits)

In this course, students experience real-world and hands-on activities needed to start a business venture. Students develop strategies, including talking with customers, partners, competitors, and advisors that provide valuable input, as they explore the various facets of a business idea and how those facets interact to produce a working business model. Students who complete this course will be well-positioned to write a business plan or manage a small business of their own.

### **FYE1000 - Student Success Strategies** ..... (1 credits)

This course will help students develop practical strategies for success in college and in life. Students will engage in interactive assignments to explore, identify and clarify goals and will develop a better understanding of themselves by analyzing personal choices.

### **HLTH1122 - CPR-First Aid** ..... (1 credits)

This course teaches basic life support using American Heart Association or American Red Cross guidelines and first aid using American Academy of Orthopaedic Surgeons(AAOS) or American Red Cross guidelines.

### **HPER2500 - Introduction to Sports Psychology** ..... (3 credits)

This course provides an overview of the growing field of sport psychology, including motivation, communication, energy management, stress management, goal setting, peak performance strategies and the relationship of meaningful learning to successful athletic coaching.

### **HPER2502 - Foundations of Sports Officiating** ..... (2 credits)

This course is designed to provide an in-depth understanding of overall responsibilities and career trajectories of sports officials. Students study the concepts of game management, conflict resolution and officiating styles, and develop an officiating philosophy that can be applied to all ages and skill levels. Students taking this course are introduced to how an official should interact with coaches, players and spectators.

**PDEV1102 - Contemporary Career Search** ..... (1 credits)

This course covers such contemporary career topics as employer expectations, job market trends and networking, and various aspects of the employment search process including legal and ethical issues. To apply their knowledge of the employment process, students develop resumes, letters and applications, as well as identify and use effective interviewing techniques. This course emphasizes a comprehensive knowledge of career processes that will serve students throughout their working lives.

**PE1141 - Introduction to Strength Training** ..... (1 credits)

This course is an introduction to weight lifting, weight room safety, periodization, energy systems, nervous system, muscular system and how this information is used to formulate a weight training program as a means to achieve muscular strength, muscular endurance, tone or size. This class may be repeated once for credit.

**PE2100 - Introduction to Sport Management** ..... (3 credits)

This course is designed to introduce the student to the dynamic nature of sports management. Topics may cover sports within our culture, sports enterprise, communication, public relations and use of social media. Sport event themes will be covered and include topics such as amateur sports participation, for-profit sports participation, tournament operations and sporting goods.

**PE2145 - Advanced Strength Training** ..... (1 credits)

This course is designed for students who have an advanced knowledge and skill of strength training. Students will be expected to employ safety in the weight room. Students will develop a needs analysis plan that includes best training practices and goals. Students also will construct a principles of progression outline and develop and implement an individual strength training program that can be documented for progression of training and measurement of goals.

**Prerequisites:**

- PE1141

**PE2240 - Athletic Injury, Care and Prevention** ..... (2 credits)

This course is offered to coaches interested in sports medicine and students interested in coaching and/or athletic training. It is designed to enhance the student's knowledge and performance in sports medicine. The course will cover athletic injury prevention measures, injury care and management, basic injury assessment, nutrition and specific athletic injuries and related problems.

**PE2241 - Principles of Coaching** ..... (3 credits)

This course is designed to introduce students to athletic coaching philosophies, basic coaching concepts in team and individual sports and theories involved in coaching. Emphasis will be on legal issues surrounding coaching, developing coaching philosophies, exploring diversity in coaching, and rules and regulations associated with coaching at different levels.

**PE2254 - Sports in Society** ..... (3 credits)

This course involves a discussion of the impact of sports in society and the values we place on sports. The course will explore the values, virtues, consequences, rights and responsibilities of sports in our culture. The course is designed to improve the understanding of legal, racial, academic and moral issues of sports and athletics.

**PHIL1201 - Ethics** ..... (3 credits)

Meets MnTC Goal Areas 2, 6 and 9. This course is an introduction to the topic of ethics. In this course, the following questions are examined: What is ethics? How do we make ethical decisions? Are things that are legally right necessarily right? Should we consider our own interests when making ethical decisions? Are things ethically right simply because God says they are right? If our culture says something is ethically right, does that mean it is ethically right? The course also examines numerous topical ethical issues such as racism, terrorism and censorship.

**ECON2210 - Macroeconomics** ..... (3 credits)

This course provides the student with a means to study economic principles as they relate to determinants of national income, national income accounting, business cycles, unemployment, inflation and aggregate expenditures. The course also examines macroeconomic policy and provides information to gain further understanding in the areas of fiscal policy, financial markets, money and banking, monetary policy, international policy and the varying viewpoints that have evolved throughout history, including the Keynesian and Monetarist schools of thought.

**ECON2222 - Microeconomics** ..... (3 credits)

Microeconomics stresses the concepts of scarcity, production possibilities, supply and demand curves, elastic and inelastic goods and services, competition, monopolies, oligopolies, poverty and income distribution in the United States. In general, microeconomics examines the functioning of individual industries and the behavior of the individual.

# SPORT MANAGEMENT

## ASSOCIATE OF APPLIED SCIENCE (AAS) - 60 CREDITS

### Program Plan — "Sport Management"

Locations: Fergus Falls

#### 1st Fall Term (15 credits)

##### Courses

Course	Crds
ENTR1101 - Entrepreneurship I: Finding Your Opportunity .....	3
FYE1000 - Student Success Strategies .....	1
HLTH1122 - CPR-First Aid .....	1
HPER2500 - Introduction to Sports Psychology .....	3
PE1141 - Introduction to Strength Training .....	1
PE2100 - Introduction to Sport Management .....	3
PE2254 - Sports in Society .....	3

#### 1st Spring Term (15 credits)

##### Courses

Course	Crds
BUS1141 - Introduction to Business .....	3
BUS2250 - Sport Marketing .....	3
HPER2502 - Foundations of Sports Officiating .....	2
PDEV1102 - Contemporary Career Search .....	1
PE2145 - Advanced Strength Training .....	1
PE2240 - Athletic Injury, Care and Prevention .....	2
PE2241 - Principles of Coaching .....	3

#### 2nd Fall Term (15 credits)

##### Courses

Course	Crds
ACCT2211 - Financial Accounting I .....	3
BUS1100 - Business Computers .....	3
COMM1120 - Introduction to Public Speaking .....	3
ENTR1201 - Entrepreneurship II: Starting your Business .....	3

**3 credits in one or more of the following:**

General Education w/MnTC Goals

#### 2nd Spring Term (15 credits)

##### Courses

Course	Crds
BUS2204 - Principles of Management .....	3
PHIL1201 - Ethics .....	3

**3 credits in one or more of the following:**

ECON2210 - Macroeconomics ..... 3  
ECON2222 - Microeconomics ..... 3

**3 credits in one or more of the following:**

Course Subject: ACCT  
Course Subject: BUS  
Course Subject: CPTR

Course Subject: HPER  
Course Subject: MKTG  
Course Subject: PE

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**3 credits in one or more of the following:**

General Education w/MnTC Goals

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