

SOUTHEAST MISSOURI STATE UNIVERSITY
DEPARTMENT OF HEALTH, HUMAN PERFORMANCE AND RECREATION
COURSE SYLLABUS

Department of: Health, Human Performance & Recreation
Title of Course: Introduction to Sport Management

Course No: SM 220
New: Fall, 2004

Department Approved: October 11, 2004
College Council Approved: November 3, 2004

I. Catalog Description and Credit Hours of Course:

Introductory course exploring the history, development, governance and current status of sport management. (3)

II. Prerequisite: None

III. Course Objectives:

The student will:

- A. Describe philosophical development of sport to its modern ideal type.
- B. Explain the philosophy and history of the ancient and modern Olympics.
- C. Describe the historical evolution of physical activity from games and pastimes to sport with particular emphasis on development of sport within the United States.
- D. Describe the development of sport management.
- E. Identify current issues in sport management.
- F. Explain the professionalization of sport and sport organizations.
- G. Identify governing bodies for youth sport, interscholastic sport, intercollegiate sport, international sport, and professional sport.
- H. Describe the organizational structure of sport governing bodies including the scope of authority and functions.
- I. Explain the sanctioning and appeal processes enacted by sport governing bodies.
- J. Examine the influence of stakeholders including local, state and national government, local sport commissions, and professional organizations on sport governing bodies.
- K. Explain the social responsibility of sport organizations and governing bodies.

IV. Expectations of Students

The student will:

- A. Actively participate in class discussions and group work.
- B. Complete course assignments.
- C. Uphold the University's academic honesty policy.

V. Course Outline/Learning Experiences:	<u>Hours</u>
A. Definitions of history, sport, and sport management	2
B. Physical Activity and Sport in Ancient Times	2
1. Ancient Greece	
2. Ancient Olympic Games	
3. Ancient Rome	
C. Sport in Colonial America	1
D. Sport in Antebellum America	1
E. Rise of Modern Sport in the United States	7
1. Premodern/Modern Sport Ideal Types	
3. Baseball	
4. Basketball	
5. Football	
6. Golf & Tennis	
F. Beginnings of school sports	2
1. High school athletics	
2. Collegiate athletics	
G. Sport from WWI to WWII	1
H. Sport from WWII to 1970	3
1. Influence of television	
2. Growth of suburbia	
I. Sport from 1970 to 2000	3
J. Development of Sport Management	2
1. History of the profession	
2. Competencies required in sport management	
3. Sport industry segments	
K. Governing bodies, membership organizational structure, Scope of authority, functions, sanctioning and appeal processes of	21
1. Youth sports	
a. National multisport organizations	
b. National single sport organizations	
c. Local organizations	
2. Interscholastic Athletics	
a. National Federation of State High School Associations	
b. State activities associations	
c. School district and individual schools	
3. Intercollegiate Athletics	
a. National organizations: NCAA, NAIA, NJCAA	
b. Conferences	
c. Campus level: athletic department, athletic boards	
4. International Sport	
a. Club based	
b. Professional	

5. Olympic Sport
 - a. International Olympic Committee
 - b. International Sport Federations
 - c. National Olympic Committees
 - d. National Governing Bodies
 - e. Organizing Committees
6. Professional Sport
 - a. Big Four leagues
 - b. Team sport leagues
 - c. Individual sport tours

Total Course hours: 45

VI. Textbooks:

Rader, B. G. (2004). *American sports: From the age of folk games to the age of televised sports*. (5th Ed.) Upper Saddle River, NJ: Prentice Hall

Hums, M. A., & MacLean, J. C. (2004). *Governance and policy in sport organizations*. Scottsdale, AZ: Holcomb Hathaway.

Other resources:

Masteralexis, L. P., Barr, C. A., & Hums, M. A. (1998). *Principles and practice of Sport Management*. Gaithersburg, MA: Aspen Publishers.

Robinson, M. J., Hums, M. A., Crow, R. B., & Phillips, D. R. (2001) *Profiles of sport industry professionals: The people who make the games happen*. Gaithersburg, MA: Aspen Publishers.

VII. Basis for Student Evaluation:

A.	Written Examinations	60%
	Exam 1	20%
	Exam 2	20%
	Exam 3	20%
B.	Writing Assignments or projects	40%
C.	Grading Scale	
	90-100% = A	
	80-89% = B	
	70-79% = C	
	60-69% = D	
	<60% = F	