

COURSE SYLLABUS
Department Approval: 9/6/00
College Council Approval: 10/19/00

Department of: Physical Education

Course No.: SM 360

Title of Course: Sport Governance and Event Management

New: Fall 2000

I. Catalog Description and Credit Hours of Course:

Prepares the prospective sport manager in the governance of sport organizations and the management of sport related events. (3)

II. Prerequisite: PE 238 or permission of instructor

III. Course Objectives:

The course activities, experiences, assignments, and sequence are intended to provide opportunities for class members to accomplish the following:

- A. Understand the governance structure of sport.
- B. Be able to design effective policies and procedures necessary to successfully plan and conduct a sport event.
- C. Understand budget development as it relates to sports organizations.
- D. Understand principles of budgeting as they relate to sport organizations.
- E. Understand financial statements as they are used in sport organizations.
- F. Understand spreadsheet utilization as they are used by sport organizations.

IV. Expectations of the Students:

Students are expected to:

- A. Come to class having read all assignments for each class session
- B. Participate in all class discussions and activities

C. Complete all assignments in a timely manner

V. Course Outline:	<u>Hours</u>
A. Introduction and Course Overview	1
B. Governance of Sport	10
1. Recreational Sport	
2. Youth Sport	
3. Interscholastic Athletics	
4. Intercollegiate Athletics	
5. Olympic Sport	
6. Professional Sport	
C. The Event Planning Process	3
D. Operations of an Event	10
1. Box Office and Ticket Distribution	
2. Facilities and Equipment	
3. Security Procedures	
4. Medical Services	
5. Communications	
6. Parking and Transportation	
7. Sanitation	
8. Concessions and Food Service	
9. Accommodations	
10. Accreditation Procedures	
11. Program	
12. Signage	
13. Awards and Gifts	
14. Ceremonies and Protocol	
E. Budget Process	10
1. Types of Budget	
2. Budget Development	
3. Basic Accounting Principles	
4. Financial Statements	
5. Spreadsheet Development and Utilization	

F. Economics of Sport	10
1. Economic Growth of Sport Industry	
2. Concepts of Supply and Demand	
3. Economic Impact Principles	
4. Economic Impact of Sporting Events and Facilities	
G. Course Wrap-up	1
	45
Total Hours	

VI: Textbook:

Required:

There will be no textbook for this course.

Required Reading Material on Reserve at Kent Library:

Robinson, M.J., Lizandra, M. and Vail, S. (2000). Sport Governance. In B. Parkhouse (Ed.). The Management of Sport: Its Foundation and Application, 3rd. Edition. Dubuque: McGraw- Hill.

National Collegiate Athletic Association: Division I, II, and III Manuals

National Association for Intercollegiate Athletics Manual

National Junior College Athletic Association Manual

Constitution, By-Laws and Operating Codes for various amateur athletic associations

Constitution and By-Laws United States Olympic Committee

Constitution and By-Laws of the Missouri State High School Activities Association

Event Management Checklist developed from material taken from various sources

Brown, S., Sutton, W., and Duff, G. (1993) The Event Management Pyramid: An Effective Management Strategy. Sport Marketing Quarterly, 2, 4, 29-35.

Haggerty, T. and Paton, G. (1984). Financial Management of Sport-Related Organizations. Champaign: Stipes Publishing Company.

Barber, E. (2000). Accounting and Budgeting. In B. Parkhouse (Ed.), The Management of Sport: Foundation and Application, 3rd. Edition. (pp.382-395). Dubuque: McGraw-Hill.

Leeds, M. A. (2000). Economics and Sport Management. In B. Parkhouse (Ed.). The Management of Sport: Foundation and Application, 3rd., Edition. (pp.366-381). Dubuque: McGraw-Hill.

Howard, D.R. and Crompton, J.L. (1995). Economic Impact Analysis. In Financing Sport. (pp.51-90). Morgantown, WV: Fitness Information Technology.

References:

Issues of Sport Marketing Quarterly
Issues of Sport Business journal

VII. Basis for Student Evaluation:

- A. Participation in all class discussions and activities
- B. Examinations and Quizzes
- C. Development of sport organization administrative structure
- D. Completion of event evaluation
- E. Development of budget and spreadsheet to track income/expenses
- F. Analysis of economic impact study