

## Introduction to Sports Management (3-0-0 hrs) - SPM 1260

### 1. General Areas of Competency

#### A. Examine models of sports management.

##### Outcomes:

- i. Describe the environment of the current sport industry.
- ii. Describe selected sports management models.
- iii. Explain the landscape of sports management in local, provincial and national jurisdictions.
- iv. Investigate differences between international sports environments.
- v. Examine enterprise and entrepreneurship opportunities in the sport and recreation industry.
- vi. Investigate potential career opportunities in the sport and recreation industry.

#### B. Explain business operations in sports management.

##### Outcomes:

- i. Explain the role of marketing in sports management.
- ii. Explain the financial aspects of sports management.
- iii. Explain human resource considerations in sports management.

#### C. Analyze the processes of long-term planning in sports management.

##### Outcomes:

- i. Explain the function of a strategic plan in a sports environment.
- ii. Explain the function of an operational plan in a sports environment.
- iii. Explain the function of risk management.
- iv. Formulate long term planning solutions.

#### D. Analyze challenges in sports management.

##### Outcomes:

- i. Identify the ethical considerations in sports management.
- ii. Identify the resource limitations in sports management.
- iii. Identify the environmental constraints in sports management.
- iv. Construct an argument that considers selected sport and recreation challenges.

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