

SPORTS AND ENTERTAINMENT MANAGEMENT
COURSE CODE: 5426

COURSE DESCRIPTION: Students will apply concepts learned in Sports and Entertainment Marketing and study the key concepts in management and managerial principles as related to the sports and entertainment industry. Topics that will be addressed include leadership, finance, product management, people management, information management, legal and ethical issues, customer relations, sales management, change management, and career development.

COURSE OBJECTIVE: Given the opportunity to participate in essential learning experiences in the classroom including the use of the necessary equipment, supplies, and facilities, the student will be able to perform the following core standards in a course that gives one unit of credit.

CREDIT: 1 Carnegie Unit

PREREQUISITE: Sports and Entertainment Marketing or Marketing

RECOMMENDED GRADE LEVELS: 11-12

COMPUTER ACCESS IS REQUIRED

RESOURCES

www.mysctextbooks.com

A. SAFETY

1. Review school safety policies and procedures.
2. Review classroom safety rules and procedures.
3. Review safety procedures for using equipment in the classroom.
4. Identify major causes of work-related accidents in office environments.
5. Demonstrate safety skills in an office/work environment.

B. STUDENT ORGANIZATIONS

1. Identify the purpose and goals of a Career and Technology Student Organization (CTSO).
2. Explain how CTSOs are integral parts of specific clusters, majors, and/or courses.
3. Explain the benefits and responsibilities of being a member of a CTSO.
4. List leadership opportunities that are available to students through participation in CTSO conferences, competitions, community service, philanthropy, and other activities.
5. Explain how participation in CTSOs can promote lifelong benefits in other professional and civic organizations.

C. TECHNOLOGY KNOWLEDGE

1. Demonstrate proficiency and skills associated with the use of technologies that are common to a specific occupation.
2. Identify proper netiquette when using e-mail, social media, and other technologies for communication purposes.
3. Identify potential abuse and unethical uses of laptops, tablets, computers, and/or networks.
4. Explain the consequences of social, illegal, and unethical uses of technology (e.g., piracy; illegal downloading; licensing infringement; inappropriate uses of software, hardware, and mobile devices in the work environment).
5. Discuss legal issues and the terms of use related to copyright laws, fair use laws, and ethics pertaining to downloading of images, photographs, documents, video, sounds, music, trademarks, and other elements for personal use.
6. Describe ethical and legal practices of safeguarding the confidentiality of business-related information.
7. Describe possible threats to a laptop, tablet, computer, and/or network and methods of avoiding attacks.

D. PERSONAL QUALITIES AND EMPLOYABILITY SKILLS

1. Demonstrate punctuality.
2. Demonstrate self-representation.
3. Demonstrate work ethic.
4. Demonstrate respect.
5. Demonstrate time management.
6. Demonstrate integrity.
7. Demonstrate leadership.
8. Demonstrate teamwork and collaboration.
9. Demonstrate conflict resolution.
10. Demonstrate perseverance.
11. Demonstrate commitment.
12. Demonstrate a healthy view of competition.
13. Demonstrate a global perspective.
14. Demonstrate health and fitness.
15. Demonstrate self-direction.
16. Demonstrate lifelong learning.

E. PROFESSIONAL KNOWLEDGE

1. Demonstrate effective speaking and listening skills.
2. Demonstrate effective reading and writing skills.
3. Demonstrate mathematical reasoning.
4. Demonstrate job-specific mathematics skills.
5. Demonstrate critical-thinking and problem-solving skills.
6. Demonstrate creativity and resourcefulness.

7. Demonstrate an understanding of business ethics.
8. Demonstrate confidentiality.
9. Demonstrate an understanding of workplace structures, organizations, systems, and climates.
10. Demonstrate diversity awareness.
11. Demonstrate job acquisition and advancement skills.
12. Demonstrate task management skills.
13. Demonstrate customer-service skills.

F. COMPONENTS OF THE MARKETING EDUCATION PROGRAM

1. Distinguish between clusters of study and courses required.
2. Explain the objectives of the sports and entertainment marketing course as it relates to the marketing education program.
3. Explain the value of related student organization as integral part of the sports and entertainment marketing course.
4. Explain opportunities available to students through participation in related student organization conferences/activities.

G. MANAGERIAL BASICS

1. Define management.
2. List the functions of management.
3. Apply the functions of management that are related to everyday sports and entertainment business operations.
4. Discuss business management principles.
5. Describe a successful manager and a successful leader.
6. Discuss the role of decision making in the success of a leader.
7. Identify the steps in the decision making process.
8. Describe effective teamwork practices.
9. Use effective teamwork practices in classroom and group settings.
10. Determine the importance of structure in an organization.
11. Create organizational structures and charts.
12. Discuss how businesses are organized: centralized, decentralized, and flattened.
13. Identify current trends in the workforce concerning organizational structures.

H. MANAGEMENT FUNCTIONS

1. Discuss the differences between formal and informal planning.
2. Identify the steps in the planning process.
3. Define specialization.
4. Identify types of departmentalization.
5. Discuss effective motivation techniques and effective work teams.
6. Explain why standards and an effective feedback system are essential in the control process.

I. AMATEUR AND RECREATIONAL SPORTS

1. Describe the role of the community recreation director who manages amateur and recreational sports programs.
2. Discuss the levels of management in amateur and recreational sports.
3. Discuss successful event management.
4. Identify new trends and areas of growth in amateur and recreational sports.
5. Describe how the management functions may be used in amateur sports and camps.

J. COLLEGE SPORTS

1. Describe the managerial role of the NCAA and other collegiate governing bodies in college athletics.
2. Discuss the levels of management in the NCAA.
3. Discuss how management functions can be used as a method of successful event management.
4. Identify new trends and areas of growth in college athletics and how they impact managerial and financial decision-making.
5. Describe how the management functions may be used in college athletics.

K. PROFESSIONAL SPORTS

1. Write a mission statement for a sports organization.
2. Write short-term and long-term goals for a sports organization.
3. Discuss the importance of strategic planning.
4. Discuss the use of management functions in professional sports.
5. Research historical figures and associations directly related to racial and/or gender equity in sports (e.g., Venus and Serena Williams, Jackie Robinson, Women's National Basketball Association [WNBA], Tiger Woods, Althea Gibson) including researching the people in management behind the events.
6. Describe the importance of business and financial plans, job descriptions, and separation of responsibilities in a large organization.
7. Identify general managers at different levels of professional sports and their duties.
8. Discuss ethical issues in sports (e.g., domestic violence, performance enhancing drugs [PED], gambling).

L. ENTERTAINMENT INDUSTRY

1. Write a mission statement for an entertainment organization.
2. Write short-term and long-term goals for an entertainment organization.
3. Discuss the importance of strategic planning.
4. Discuss the use of management functions in the entertainment industry.
5. Research historical locations and historical figures directly related to racial and/or gender equity in entertainment (e.g., Apollo Theater, Motown, concerts in the South during the American Civil Rights Era) and search for the people in management behind those events.

6. Describe the importance of business and financial plans, job descriptions, and separation of responsibilities in a large organization.
7. Discuss ethical issues in the entertainment industry (e.g., drug and alcohol abuse).

M. FINANCIAL AND ECONOMIC CONCEPTS

1. Develop an understanding of basic financial documents.
2. Explain supply and demand.
3. Define utility and the types of utility.
4. Identify the numerous factors of hosting a production.
5. Discuss economic systems.
6. Research types of budgeting techniques used in the sports and entertainment industries (e.g., line item, zero-based).
7. Describe the difference between good and bad debt.
8. Discuss how money is raised to build facilities.
9. Describe the economic impact of sports and entertainment events at various levels: locally, regionally, nationally, and internationally.
10. Research budgets and discuss how tiering, regionalizing, and other budgeting decision making methods are used.
11. Discuss the impact of revenue sharing and its effects on small market teams in sports.
12. Describe economics as related to the entertainment industry and to collegiate, amateur, and professional sports.

N. VENUE AND EVENT MANAGEMENT

1. Describe how sports and entertainment industries select and manage venues to hold events.
2. Describe potential marketing and sales techniques used before, during, and after events.
3. Discuss logistical procedures and preparation processes (e.g., parking, ticket sales, ushers, lighting, food preparation and sales, security, sound systems).
4. Organize and execute a simple event for a chosen community organization (e.g., retirement center, Rotary, Lions Club, veterans' organization, school function).

O. STRATEGIC MANAGEMENT

1. Explain the types of decisions made by managers.
2. Discuss types of decision making styles and approaches.
3. Describe the conditions faced by a manager when making a decision.
4. Discuss group decision making and techniques for improving group decision making.
5. Define and explain how knowledge management benefits sports and entertainment managers.
6. Discuss strategic management and levels of strategy.
7. Identify the steps in strategic management.
8. Identify advantages and risks of strategic management.
9. Explain the development phase of strategic management.

10. Describe the action and review phases of the strategic management process.
11. Identify and explain the major strategic planning tools used by managers.

P. HUMAN RESOURCES AND MANAGERIAL CAREERS

1. Identify the functions and responsibilities of human resources.
2. Describe recruiting and retention processes.
3. Explain why coordinating and giving feedback are important responsibilities in human resources.
4. Explain why managers should delegate duties.
5. Discuss the latest trends in the sports and entertainment industries.
6. Identify specific skills needed by today's sports and entertainment workforce.
7. Develop a career portfolio including a resume, cover letter, and job application
8. Complete a job shadowing experience and other work-related experiences.
9. Research a sports or entertainment management career.
10. Prepare a written report of the findings from research on a sports or entertainment management career.
11. Present career research findings to class.

Q. LEADERSHIP AND TEAMWORK

1. Define leadership.
2. Identify characteristics of successful leaders.
3. Identify ways a leader can influence followers.
4. Identify important human relations skills of a leader or manager.
5. Discuss the importance of communication in an effective leader.
6. Explain the difference between power and authority.
7. Explain why managers should know what motivates individuals to accomplish organizational goals.
8. Identify and describe four leadership styles: autocratic, democratic, open, and situational.
9. Discuss why people are resistant to change.
10. Explain the steps in a successful change process.
11. Identify and describe two basic group structures.
12. Describe factors that influence group behavior.
13. Identify the different types of teams used by an organization.
14. Explain how a manager can build a successful team.
15. Develop a report on research conducted on successful leaders and/or teams including reasons they were successful.
16. Discuss how technology can be used in team decision-making.
17. Describe how organizations can be designed to support team decision-making.

R. OPERATIONAL MANAGEMENT

1. Define operations management and identify its functions.
2. Identify functions of operations management.

3. Discuss how competition affects operations planning.
4. Discuss how technology and statistical programs can be used in operations management.

S. TECHNOLOGY

1. Describe how technology is used in marketing management.
2. Discuss the new technologies used in sports and entertainment management (e.g., StubHub, Daktronics, TicketMaster).
3. Discuss the impact of technology on sports and entertainment (e.g., Fantasy Football, first down line for television, Speed Tree animation).

T. SPORTS AND ENTERTAINMENT LAW

1. Describe how monopoly laws affect professional and collegiate sports.
2. Discuss the impact of Title IX on management of high school and college athletics.
3. Describe the roles of governing bodies in high school and collegiate athletics.
4. Explain how trademark and copyright laws affect the sports and entertainment industry.
5. Identify sports and entertainment agents and companies.
6. Explain the agent's role in negotiating contractual agreements.

Related Web Sites:

www.ncaa.org (National Collegiate Athletic Association)
www.naia.org (National Association of Intercollegiate Athletics)
www.njcaa.org (National Junior Collegiate Athletic Association)
www.imgworld.com (International Management Group)
www.nfl.com (National Football League)
www.mlb.com (Major League Baseball)
www.nba.com (National Basketball Association)
www.nhl.com (National Hockey League)
www.mls.com (Major League Soccer)
www.wnba.com (Women's National Basketball Association)
www.feldentertainment.com (Feld Entertainment)
www.livenation.com (Live Nation)
www.wwe.com (World Wrestling Entertainment)
www.olympic.org (Olympics)

Student Organizations:

www.deca.org (DECA)
www.fbla.org (FBLA)