



ADDENDUM

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COURSE DESCRIPTIONS - DIVISION OF BUSINESS

Effective Fall 2017 semester, course codes for BUS270, BUS274, BUS275, BUS276 and BUS280 will change to SPM - as follows:

SPM270 **3 CREDITS**

SPORTS MANAGEMENT

This course provides students with a practical introduction to the sports management industry. It covers the fundamental principles of the business of sports. The course discusses the unique nature of sports-related organizations and the classic aspects of human economic behavior as they apply to these organizations. Additionally, the course covers topics such as the sociological aspects of the sports, marketing/sponsorships, facility management, sport rules and contemporary issues. The course will also explore every day functions performed by major league officials, front office personnel, NCAA athletic directors, and event managers.

Former: BUS270

SPM274 **3 CREDITS**

SPORTS MARKETING

This course provides students with a thorough knowledge of sports marketing strategies. The different relationships between the consumer/fan market and the sports industry market are analyzed within this course. It incorporates an in-depth discussion of how the new technology affects marketing in the sports industry. Students study sports marketing, promotion, media, licensing, advertising, the internet and corporate sponsorship in professional sports and the NCAA. The course also includes topics in sports “sales”, audience demographics, and media broadcasting since sports events are used as a vehicle to sell corporate products.

Former: BUS274

SPM275 **3 CREDITS**

SPORTS LEADERSHIP

This course discusses the development of leadership and managerial roles in the sports industry. It describes motivation, organizational assessment, goal setting, and planning and control strategies in sports. The focus is on leadership behavior, personality types, group/team dynamics, contingency analysis, and coaching. Students receive significant career guidance through the understanding of their own leadership style. Students relate their individual styles to emulate leaders in professional sports and collegiate coaching.

Former: BUS275

SPM276 **3 CREDITS**

SPORTS FACILITIES AND EVENTS MANAGEMENT

This course is designed to provide students the opportunity to learn multiple aspects of sports facilities and the management of events held at these facilities. Key concepts to be covered will include ticket sales, crowd control, security, customer satisfaction, revenue generation, marketing and sponsorship.

Former: BUS276

SPM280 **3 CREDITS**

SPORTS FINANCE

This course grounds students in the real world of financial management in sports, showing them how to apply financial concepts and appreciate the importance of finance in establishing sound sport management practices. Thoroughly updated to the challenges facing today's professionals, this course engages students with a practical approach to traditionally difficult financial skills and principles.

Former: BUS280

Prerequisite: ACC101, BUS150