

Montgomery County Community College
MGT 171
Sport Management
3-3-0

Course Description

This course will provide students with a strong foundation to become excellent leaders and effective managers in the sport industry. The course is organized around the central management functions—planning, organizing, leading, and controlling. This fundamental approach, will help students apply concepts as sport managers, demonstrate the skills of creative problem solving, strategic planning, and develop the ability to lead, organize, and delegate. This course keeps pace with industry trends and is aligned with topics outlined by the Commission on Sport Management Accreditation (COSMA). The following topics will be explored: team development, communications, motivation, facilities and event management, ethics, legal liability, social responsibility, sports culture, diversity, conflict management.

REQUISITES:

Previous Course Requirements

None

Concurrent Course Requirements

None

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
1. Describe the key concepts, principles, trends within the field of sport management with emphasis on the core management functions of planning, leading, organizing, and controlling.	Assigned Readings Multimedia Materials - Case Study Presentation/Discussion Small Group Tasks Research Resources	Written Assignments Exams Research Project (Startup Plan) Case Study
2. Evaluate and address contemporary sport industry challenges, issues, and opportunities.	Assigned Readings Multimedia Materials - Case Study Presentation/Discussion Small Group Tasks	Written Assignments Exams Current Events Assignment Case Study Student Presentations
3. Analyze the social, legal, and ethical principles that guide decision making within sport culture.	Assigned Readings Multimedia Materials - Case Study Presentation/Discussion Research Resources	Written Assignments Exams Student Presentations Current Events Assignment Case Study

LEARNING OUTCOMES	LEARNING ACTIVITIES	EVALUATION METHODS
4. Appraise the long-term viability of an existing sport organization including possible outcomes, solutions and recommendations.	Assigned Readings Multimedia Materials - Case Study Presentation/Discussion Research Resources	Written Assignments Current Events Student Presentations Case Study
5. Create a sport startup business plan including strategy, finances, marketing, external environmental analysis, etc.	Assigned Readings Multimedia Materials Presentation/ Discussion Research Resources	Written Assignment Student Presentations Research Project (Startup Plan) Case Study

At the conclusion of each semester/session, assessment of the learning outcomes will be completed by course faculty using the listed evaluation method(s). Aggregated results will be submitted to the Director of Educational Effectiveness. The benchmark for each learning outcome is that *70% of students will meet or exceed outcome criteria*.

SEQUENCE OF TOPICS:

1. Managing Sports
2. The Sport Industry Environment: Globalization, Ethics, and Social Responsibility
3. Creative Problem Solving and Decision Making
4. Strategic and Operation Planning
5. Organizing and Delegating Work
6. Sport Culture, Innovation, and Diversity
7. Human Resources Management
8. Behavior in Organizations: Power, Politics, Conflict, and Stress
9. Team Development
10. Communicating for Results
11. Motivating to Win
12. Leading to Victory
13. Controlling Quality, Financials, and Productivity and Managing People
14. Facilities and Events Management

LEARNING MATERIALS:

Applied Sport Management Skills; Robert N. Lussier & David C. Kimball
3rd Edition; 2020. Human Kinetics Accessed via vitasource

Other learning materials may be required and made available directly to the student and/or via the College's Libraries and/or course management system.

COURSE APPROVAL:

Revised by: Paul Johnson & Eileen Kearney
VPAA or designee Compliance Verification:

Date: 11/18/2020
Date: 9/9/2021

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This course is consistent with Montgomery County Community College's mission. It was developed, approved and will be delivered in full compliance with the policies and procedures established by the College.