

RARITAN VALLEY COMMUNITY COLLEGE ACADEMIC COURSE OUTLINE

EXSC 207 – Sports Management

I. Basic Course Information

A. Course Number and Title: EXSC 207 Sports Management

B. New or Modified Course: **MODIFIED**

C. Date of Proposal: Semester: **FALL** Year: **2024**

D. Effective Term: Fall 2025

E. Sponsoring Department: **Health Science Education**

F. Semester Credit Hours: **3**

G. Weekly Contact Hours: 3 Lecture: 3
Laboratory: 0
Out of class student work per week: 6

H. ☐ Prerequisite (s):

☐ Corequisite (s):

I. Additional Fees: None

II. Catalog Description

This course is designed to introduce the student to a practical knowledge of the managerial and administrative components of the sport industry, including fitness facilities, recreation, professional and amateur sports, and rehab facilities. Students will acquire a basic understanding of the fundamental skills required to plan, organize, supervise, and evaluate a sporting event. Class discussion and case study analysis will include the principles of budgeting, marketing, strategic planning, legal aspects and ethics, as well as techniques of personnel, facility and sport event management. Students will study trends in the industry, learn about job opportunities in the industry and the requirements to achieve those positions.

III. Statement of Course Need

A. This course is designed to introduce the student to all aspects of the sports industry

from a management perspective, including sporting events, recreational facilities, high school, college and professional sports, health clubs and corporate fitness programs. It is a required course to enable the student to successfully complete the Associate Degree in Exercise Science and the Sports Management option.

- B. There is no lab component in this course dependent on the transfer institution.
- C. 1. This course generally transfers as an Exercise Science or Sports Management program requirement dependent on transfer institution.
2. This course generally transfers as a Health or Physical Fitness program elective dependent on transfer institution.

IV. Place of Course in College Curriculum

- A. Free Elective
- B. This course meets a program requirement for Associate of Science in Exercise Science and the Associate Degree Option in Sports Management programs.
- C. To see course transferability: a) for New Jersey schools, go to the NJ Transfer website, www.njtransfer.org; b) for all other colleges and universities, go to the individual websites.

V. Outline of Course Content

- A. Facility Management and Management Theory
- B. Human Resources
- C. Facility Planning, Site Design, and Construction
- D. Managing Specific Facilities such as stadiums, arenas, recreation centers, parks, multi-use high school or college facilities or college facilities.
- E. Marketing
- F. Finance
- G. Legal Concerns
- H. Event and Activity Planning including security, facility prep, mid event and post analysis.

VI. A. Course Learning Outcomes:

At the completion of the course, students will be able to:

- 1. Analyze complex issues in the field of sports and fitness facility management, make informed decisions based on facts collected, solve problems, and present the information either orally or written. (GE-1)*
- 2. Demonstrate effective written and oral communication skills, including the ability to prepare case studies, group and individual presentations, and other forms of professional communication with respect to sports management. (GE-1)

3. Develop an understanding of the ethical principles and challenges in sports and fitness management, including issues related to fairness, integrity, and social responsibility. (GE-ER)
4. Demonstrate proficiency in locating, evaluating, and using information from various sources to support their decision-making processes and research in fitness and sports management, and present this information in written or oral form. (GE-1, IL)
5. Recognize and address the environmental and social impacts of sports management decisions, including green building, sustainability and community engagements.

*Embedded critical thinking

B. Assessment Instruments

1. research papers/projects
2. presentations
3. exams
4. case studies

VII. Grade Determinants

- A. written papers/essays
- B. project presentation
- C. tests
- D. case studies

Given the goals and outcomes described above, LIST the primary formats, modes, and methods for teaching and learning that may be used in the course:

- A. lecture/discussion
- B. small-group work
- C. student oral presentations

VIII. Texts and Materials

- A. Fried, Managing Sport Facilities, 4thed., Human Kinetics, 2015
- B. Journals
- C. Film/Videos

(Please Note: The course outline is intended only as a guide to course content and resources. Do not purchase textbooks based on this outline. The RVCC Bookstore is the sole resource for the most up-to-date information about textbooks.)

IX. Resources

A. RVCC Library

X. Check One: ☐ Honors Course ☐ Honors Options ☒ N/A