

Course Outcome Guide (COG)

Course:	BADM 140 Introduction to Sports Management	Credits:	3	Date Updated:	September 2020
Course Description:	This course is an investigation of the scope of the sports industry, which is a growing major business enterprise in the United States and in much of the world. The various functions of effective management, and the skills, attributes and roles required of the sports manager are discussed. Attention will be focused on how the managerial process relates to sport organizations and the products they provide. Students become acquainted with career opportunities in the sport management field. The course is designed to provide an overview of sports administration with an emphasis on management principles and career opportunities. Course content will include lectures, guest speakers, and group discussions.				
Concepts and Issues	Process Skills	Assessment Tasks	Intended Outcomes		
			Course	General Education or Program	Institutional
Principles of business Principles of management Organization principles Wellness principles Marketing principles Principles of leadership	Apply general business, management, marketing and leadership skills to the sports industry	<ol style="list-style-type: none"> 1. Complete textbook readings demonstrating mastery of concepts and issues. 2. Complete examinations and quizzes demonstrating mastery and understanding of concepts and issues. 3. Participate in classroom discussions. 	Students will be able to: <ol style="list-style-type: none"> 1. Students will acquire knowledge, skills, and abilities relating to the basic principles of management, marketing, law, finance and ethics in sports. 2. Students will be challenged to apply knowledge of sport management situations to solve basic problems faced by sports managers. 3. Identify several different settings for sports managers. 4. Describe the nature and scope of professional opportunities within 	<ol style="list-style-type: none"> 1. Students will be able to successfully function in the role of a sports manager. 	<ol style="list-style-type: none"> Students will use reasoning skills to analyze and solve problems. (2) Students will apply health-related knowledge to promote physical and mental well-being.

			<p>the field and explain the functions performed by sports managers.</p> <p>5. Identify and evaluate major challenges confronting the sport industry</p>		
--	--	--	----------------------------------------------------------------------------------------------------------------------------------------------------------	--	--