

Date: March 2006

I. Course Name: Introduction to Sport Studies

Course Prefix and Number: BUS 126

Credit and contact hours: 3 credit hours – 3 contact hours

Catalog Description including pre- and co-requisites:

This course is designed to provide an overview of the role and scope of sports events as they contribute to the planning and development of a tourism destination. The student will study the components necessary for the successful planning, marketing, management and implementation of sporting events as a factor for destination economic impact. The student will understand the components of sport event logistics, sponsorship, hospitality, use of volunteers, and licensing. The student will be exposed to various sports tourism careers

II. Course Outcomes and Objectives

Learning Outcomes:

Relationship to Academic programs and curriculum:

This is a required course for Associate in Science Sports and Tourism Studies. It serves as a Business elective in all Business degree programs and a General elective in all other degree programs.

College competencies addressed by the course:

Writing
Ethics/Values
Oral Communications
Citizenship
Reading
Global Concerns
Information Resources
Problem-Solving
Professional Competency
Computer Literacy

III. Methods of Instruction

Types of Course materials:

Required Materials:

Textbook : Principles and Practice of Sport Management, Masterallexis.
Barr and Hums, Aspen Publishes, 2005

Professional Association Publications: Street and Smith's SportsBusiness Journal

Supplemental Materials:

Internet resources; ncaa.org, ioc.org, sportsbusinessjournal.com

Current Periodicals: Various weekly and monthly popular publications

Methods of instruction:

Lecture
Written Assignments
Group Projects
Case Study Analysis
Discussions
Field Experiences
Internet
Guest Speakers
Attendance at professional meetings/events
Volunteer opportunities

Assessment measures:

Faculty may use a variety of assessment measures including, but not limited to: informal writing, non graded quizzes, and discussions

Methods of Evaluation:

Short Answer/Essay Examinations – no less than 3
Two Formal Written reports "Contemporary Issues in Sports Business"
Selected Readings Study Guides
Written and Oral Class Assignments

IV. General Outline of Topics covered

1. Sports Management and the opportunities the sports industry presents.
2. History of Sport
3. Economic scale of the Sports Industry
4. Psychosocial Aspects of Sport and Exercise.

5. Sport Events as a destination attraction.
6. Sports Marketing
7. Economic impact of sport events for destinations
8. The role of a destination sports commission.
9. The operations and functions of a destination sports commission.
10. The role of destination marketing organization in sports tourism.
11. Sports Tours, Sport Theme Parks, Sport museums and Sport Halls of Fame
12. Trends contributing to the interrelationship of tourism, sport, and sport events.