

# SPORT MANAGEMENT (SPRT)

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## **SPRT 130 The Business of Sports (3 Credit Hours)**

An overview of the sport industry intended to increase student awareness of the structure and operations of sport organizations from a management and leadership perspective.

## **SPRT 320 Social Aspects of Sport Management (3 Credit Hours)**

*Pre-requisites:* Junior Standing, minimum grade of "C-" in SPRT 130  
This course provides an examination of the role and relevance of sport in modern American society; impact of sport on society and the influence which cultural institutions have on sport. Sport related issues and controversies in contemporary sport as framed from a sociological and ethical perspective will be discussed.

## **SPRT 330 Economics of Sport (3 Credit Hours)**

*Pre-requisites:* Junior Standing, minimum grade of "C-" in SPRT 130, ECON 201 and ECON 202  
Using the tools of economic analysis, this course will examine issues pertaining to professional and amateur sports. It will also address economic policy of various sport industry segments.

## **SPRT 335 Fundamentals of Sport Finance (3 Credit Hours)**

*Pre-requisites:* Junior standing, minimum grade of "C-" in SPRT 130  
No course description is available

## **SPRT 339 Sports Facility Management and Operations (3 Credit Hours)**

*Pre-requisites:* Junior standing; minimum grade of "C-" in SPRT 130  
This course examines the comprehensive planning for development and operations of new and existing sport and fitness facilities and the management of those events.  
*Course equivalencies:* X-SPRT339/ISOM339

## **SPRT 345 Globalization of Sport Industry (3 Credit Hours)**

*Pre-requisites:* Junior Standing, minimum grade of "C-" in SPRT 130  
The course provides an analysis of the impact of the globalization of sport in relation to the organization and management of international sport, including the Olympic movement and the examination of U.S. professional sports. A comprehensive investigation of international governance, political, social, and economic issues which leagues and corporations must consider in conducting business in foreign markets.  
*Interdisciplinary Option:* International Business

## **SPRT 365 Fundamentals Sport Marketing (3 Credit Hours)**

*Pre-requisites:* Junior Standing, minimum grade of "C-" in SPRT 130 and MARK 201  
This course focuses on the application of marketing principles and practices to the sport industry. Consideration given to marketing sport both as a spectator and a participant.  
*Course equivalencies:* X-SPRT365/MARK365

## **SPRT 375 Sport Media (3 Credit Hours)**

*Pre-requisites:* Sophomore Standing, minimum grade of "C-" in SPRT 130  
A course designed to expose students to sports media in the digital age. The course covers topics in journalism, broadcasting, and production and outlines best practices for success in the industry. The course also analyzes the market forces that control sports media as well as legal and ethical dilemmas in the field.

## **SPRT 380 Legal Aspects in Sport Management (3 Credit Hours)**

*Pre-requisites:* Junior Standing, minimum grade of "C-" in SPRT 130  
An examination of legal issues which arise in the sport industry, including both amateur and professional sports with a strong emphasis on ethical concerns.

## **SPRT 385 Sport Analytics (3 Credit Hours)**

*Pre-requisites:* Junior standing, C- or better in SPRT 130 and BSAD 343  
This course examines the collection and analysis of data to enhance decision making within sport. The course reviews analytic usage across different sport management segments such as finance, marketing, sales and logistics. Additionally, data and analytics within sport performance, wearable technology, coaching and player management are investigated.  
*Outcomes:*  
Obtain introductory knowledge and technical competence using statistical and analytical software; Determine and perform appropriate statistical analysis to think critically; reason, analyze and problem solve sport industry specific issues

## **SPRT 395 Independent Study (1-3 Credit Hours)**

This course will provide independent study opportunity in Sports Management.

## **SPRT 399 Special Topics in Sport Management (1-3 Credit Hours)**

*Pre-requisites:* Junior Standing & C- or better in SPRT 130  
No course description is available

## **SPRT 532 Sport Law (3 Credit Hours)**

This course examines and analyzes legal issues connected to amateur and professional sport associated with the fundamental concepts of law, sport business structure and legal authority and understanding the process of legal research. Students will comprehend the legal and court system, legal process, and the fundamental concepts of common, statutory, and constitutional law; perform and analyze sport law research; understand the elements of negligence; discuss recent court interpretations; and recommend a risk management standard of practice in the sport industry.