

# SPORT MANAGEMENT

## ASSOCIATE OF SCIENCE (AS) - 60 CREDITS

### About this program

The Sport Management program is designed to provide theoretical and practical preparation for sport management leaders in the business of sports. The program allows students to develop skills and knowledge in management, communication, public relations, facilities and finance as they relate to sports.

### Program outcomes

1. Demonstrate knowledge of sport business concepts.
2. Demonstrate ability to effectively communicate in writing and orally.
3. Demonstrate knowledge of ethical issues in sports.
4. Demonstrate knowledge of economic issues as they relate to sports and business settings.
5. Demonstrate knowledge of social issues in sports.
6. Demonstrate knowledge of coaching techniques and standards.
7. Demonstrate knowledge of marketing, public relations, consumer behavior and facilities as related to sports.
8. Demonstrate an ability to use technology in a sport management or business setting.
9. Demonstrate leadership skills within society as they relate to sports and sport management.

### Curriculum overview

<b>Crds</b>	<b>Requirement type</b>
42	Required courses
3	Restricted electives in courses
9	Restricted electives in subjects
6	Restricted electives in course types
60	<b>Total</b>

**Developmental courses note:** A student may be required to enroll in developmental courses in reading, writing and math. A student's scores on the Accuplacer assessment will determine enrollment in developmental courses. The purpose of developmental courses is to prepare students for the demands of a college-level curriculum. *Credits may vary.*

**Accreditation:** Minnesota State Community and Technical College is accredited by the Higher Learning Commission, a regional accreditation agency recognized by the U.S. Department of Education. The Higher Learning Commission 230 South LaSalle Street, Suite 7-500 Chicago, IL 60604-1411 <http://www.ncahigherlearningcommission.org> Phone: 312.263.0456 / 800.621.7440

## Curriculum requirement details

### Required courses

Course	Crds
ACCT2211 - Financial Accounting I .....	3
BIOL1107 - Environmental Science Issues .....	3
BIOL1108 - Environmental Science Issues Lab .....	1
BUS1100 - Business Computers .....	3
BUS1141 - Introduction to Business .....	3
BUS2204 - Principles of Management .....	3
BUS2206 - Principles of Marketing .....	3
COMM1120 - Introduction to Public Speaking .....	3
ENGL1101 - College Writing .....	3
ENGL1215 - Professional and Technical Writing .....	3
MATH1114 - College Algebra .....	4
PDEV1102 - Contemporary Career Search .....	1
PE2100 - Introduction to Sport Management .....	3
PE2254 - Sports in Society .....	3
PHIL1201 - Ethics .....	3

### Other requirements or restricted electives

#### 3 credits from one or more of these Courses:

Course title	Credits
ECON2210 - Macroeconomics .....	3
ECON2222 - Microeconomics .....	3

#### 9 credits from one or more of these Subjects:

- PE

#### 3 credits from these Course Types:

- General Education w/MnTC Goals

#### 3 credits from these Course Types:

- General Education w/MnTC Goals

## Course summaries

**ACCT2211 - Financial Accounting I** ..... (3 credits)

This course introduces students to the content and concepts underlying financial statements. Course content includes study of the accounting model, financial statements, merchandise accounting, internal controls and accounting for assets. The course will focus on using accounting information for decision making.

**BIOL1107 - Environmental Science Issues** ..... (3 credits)

Meets MnTC Goal Areas 2, 3 and 10. This courses involves the discussion and study of ecosystems, biodiversity, human adaptations to and modifications of those ecosystems, and current environmental problems and their possible solutions. This course includes lab-like experiences including an ecosystem observation and data analysis. This course is for non-science majors.

**BIOL1108 - Environmental Science Issues Lab** ..... (1 credits)

Meets MnTC Goal Areas 2, 3 and 10. This course includes laboratory work completed in conjunction with BIOL 1107 Environmental Science Issues. Laboratory experiences may include lab and field exercises, computer simulations and collection and analysis of data related to current environmental issues and their possible solutions. This optional lab must be taken concurrently with BIOL 1107.

**BUS1100 - Business Computers** ..... (3 credits)

Students will utilize business computer software applications including word processing, spreadsheets, databases and presentation software to solve business problems, emphasizing professional design and organization. Additional topics include basic computer hardware, computer security and ethics, privacy concerns and professional communication standards.

**BUS1141 - Introduction to Business** ..... (3 credits)

This course offers a broad overview of the business world for both business and non-business majors. It is an introduction to the business environment, business ownership, management, marketing, technology and information, human resources, accounting and legal studies. This course introduces students to the concepts and knowledge of key business functions within the context of the global economy. This class will provide a foundation for other business courses and help students discover their career path while learning the fundamentals of business.

**BUS2204 - Principles of Management** ..... (3 credits)

This course examines the historical and philosophical foundations of management as well as current theory and practices. Managerial decisions as a planner, organizer, motivator, controller and leader of a diverse workforce in a competitive environment are identified and evaluated. The course is a study of the basic principles of business management, including the functional, scientific, behavioral and systems approaches along with the role of projects in contemporary organizations. Current literature, concepts, models and applications may be included as well as the use of case studies.

**BUS2206 - Principles of Marketing** ..... (3 credits)

This course examines the business function of marketing and will enhance students' decision-making skills in a global market. The course focuses on how marketers create value by satisfying customer needs and wants by analyzing which target markets the organization can best serve, and the appropriate strategies to serve these markets. This course will also discuss the implications of environmental factors (including the digital environment) that can impact the marketing strategies of a business. Topics include business and consumer markets, branding and product strategies, marketing research, digital marketing concepts, pricing, promotion and supply chain management.

**COMM1120 - Introduction to Public Speaking** ..... (3 credits)

Meets MnTC Goal Area 1. This course clarifies the process of oral communication, clarifies the basic principles of public speaking and allows the student to increase the application of these principles while both speaking and listening.

**Prerequisites:**

- Assessment into ENGL 1101

**ENGL1101 - College Writing** ..... (3 credits)

Meets MnTC Goal Area 1. This is an introductory writing course designed to prepare students for later college and career writing. The course focuses on developing fluency through a process approach, with particular emphasis on revision. Students will consider purpose and audience, read and discuss writing and further develop their own writing processes through successive revisions to produce polished drafts. Course work will include an introduction to argumentative writing, writing from academic sources and a short research project.

**Prerequisites:**

- Completion of ELL1080, ENGL0096, or ENGL0097 with a grade of C or higher OR placement into college-level English.

**ENGL1215 - Professional and Technical Writing** ..... (3 credits)  
Meets MnTC Goal Area 1. This course provides instruction in writing and designing professional and technical documents, including print and non-print correspondence, descriptions, instructions, reports and proposals, along with promotional material. Analysis, critical thinking and synthesis of sources will be covered, along with the development of presentation skills. Coursework also includes a formally documented, multi-source professional project.

**Prerequisites:**

- ENGL 1101 College Writing

**MATH1114 - College Algebra** ..... (4 credits)  
Meets MnTC Goal Areas 2 and 4. This course includes rational, polynomial, exponential, logarithmic, inverse and quadratic functions. The course also includes equations, inequalities, complex numbers and systems of linear equations. Additional topics may include matrices and determinants.

**Prerequisites:**

- MATH1020

OR

- Placement Exam

**PDEV1102 - Contemporary Career Search** ..... (1 credits)  
This course covers such contemporary career topics as employer expectations, job market trends and networking, and various aspects of the employment search process including legal and ethical issues. To apply their knowledge of the employment process, students develop resumes, letters and applications, as well as identify and use effective interviewing techniques. This course emphasizes a comprehensive knowledge of career processes that will serve students throughout their working lives.

**PE2100 - Introduction to Sport Management** ..... (3 credits)  
This course is designed to introduce the student to the dynamic nature of sports management. Topics may cover sports within our culture, sports enterprise, communication, public relations and use of social media. Sport event themes will be covered and include topics such as amateur sports participation, for-profit sports participation, tournament operations and sporting goods.

**PE2254 - Sports in Society** ..... (3 credits)  
This course involves a discussion of the impact of sports in society and the values we place on sports. The course will explore the values, virtues, consequences, rights and responsibilities of sports in our culture. The course is designed to improve the understanding of legal, racial, academic and moral issues of sports and athletics.

**PHIL1201 - Ethics** ..... (3 credits)  
Meets MnTC Goal Areas 2, 6 and 9. This course is an introduction to the topic of ethics. In this course, the following questions are examined: What is ethics? How do we make ethical decisions? Are things that are legally right necessarily right? Should we consider our own interests when making ethical decisions? Are things ethically right simply because God says they are right? If our culture says something is ethically right, does that mean it is ethically right? The course also examines numerous topical ethical issues such as racism, terrorism and censorship.

**ECON2210 - Macroeconomics** ..... (3 credits)  
This course provides the student with a means to study economic principles as they relate to determinants of national income, national income accounting, business cycles, unemployment, inflation and aggregate expenditures. The course also examines macroeconomic policy and provides information to gain further understanding in the areas of fiscal policy, financial markets, money and banking, monetary policy, international policy and the varying viewpoints that have evolved throughout history, including the Keynesian and Monetarist schools of thought.

**ECON2222 - Microeconomics** ..... (3 credits)  
Microeconomics stresses the concepts of scarcity, production possibilities, supply and demand curves, elastic and inelastic goods and services, competition, monopolies, oligopolies, poverty and income distribution in the United States. In general, microeconomics examines the functioning of individual industries and the behavior of the individual.

# SPORT MANAGEMENT

## ASSOCIATE OF SCIENCE (AS) - 60 CREDITS

### Program Plan — "Standard"

Locations: Fergus Falls

#### 1st Fall Term (15 credits)

##### Courses

Course	Crds
BUS1100 - Business Computers .....	3
BUS1141 - Introduction to Business .....	3
ENGL1101 - College Writing .....	3
PE2100 - Introduction to Sport Management .....	3
PE2254 - Sports in Society .....	3

#### 1st Spring Term (16 credits)

##### Courses

Course	Crds
BUS2204 - Principles of Management .....	3
COMM1120 - Introduction to Public Speaking .....	3
MATH1114 - College Algebra .....	4

##### 3 credits in one or more of the following:

Course Subject: PE

##### 3 credits in one or more of the following:

General Education w/MnTC Goals

#### 2nd Fall Term (15 credits)

##### Courses

Course	Crds
ACCT2211 - Financial Accounting I .....	3
BIOL1107 - Environmental Science Issues .....	3
BIOL1108 - Environmental Science Issues Lab .....	1
BUS2206 - Principles of Marketing .....	3
PDEV1102 - Contemporary Career Search .....	1

##### 4 credits in one or more of the following:

Course Subject: PE

#### 2nd Spring Term (14 credits)

##### Courses

Course	Crds
ENGL1215 - Professional and Technical Writing .....	3
PHIL1201 - Ethics .....	3

##### 3 credits in one or more of the following:

ECON2210 - Macroeconomics ..... 3  
ECON2222 - Microeconomics ..... 3

##### 2 credits in one or more of the following:

Course Subject: PE

##### 3 credits in one or more of the following:

General Education w/MnTC Goals