

(SM) SPORT MANAGEMENT

Courses

SM 101. Intro to Sport Management. 3 Hours.

This course will provide an in-depth overview of sport management by an examination of the various industry segments with a particular focus on the managerial and organizational skills, education, and experience required for successful participation. A description of the various industry segments and career opportunities will be presented. Challenges and managerial responsibilities will be discussed with an interest in developing critical thought processes.

SM 102. The Business of Esports. 3 Hours.

This course provides an in-depth overview of esports management through an examination of the managerial and business issues associated with the esports industry, including the functions of management, governance, marketing and sponsorship, financial and legal concepts as well as team and player management. A description of the various industry segments and career opportunities for esports is presented. Challenges and managerial responsibilities are also discussed with an interest in developing critical thought processes.

SM 127. Intro to Sports Journalism. 3 Hours.

This is the NESCom gateway course to sports journalism. Alongside coursework designed to develop basic reporting and writing skills, this course introduces students to the practice of sports journalism. Students will learn the history of sports journalism and deepen sports knowledge and sports reporting skills in preparation for play-by-play, sportscast production, interviewing techniques and sports information. The course includes intensive critique in the work of current sports media landscape.

SM 201. Introduction to Sport Law. 3 Hours.

This course provides students with a basic knowledge of the principles of law that regulate both the amateur and professional sports industries. In addition, students will become familiar with legal principles relating to contracts and property. The course materials will be taken primarily from sport and will concentrate on the many legal issues that regulate this unique industry. Special emphasis will be placed on the risks of litigation.

SM 202. Sport Facility and Event Management. 3 Hours.

This course provides an introduction to the principles and practices involved in the management of sport and recreation facilities and related events. Students will explore the design, operation, financing, and maintenance of sport and recreation facilities including arenas, stadiums, golf courses, multipurpose venues, etc. Emphasis will be placed on event planning and execution, risk management, financial considerations, crowd control, and sustainability practices. This course is ideal for students interested in careers in sport management, event coordination, or facility operations.

SM 203. Sport in Society. 3 Hours.

This course is intended to provide an in depth study of sport in society. The course includes gender equity, deviance and aggression, race and culture, economics and social class, and the role of the media.

SM 230. Sales & Revenue Generation in Sport Business. 3 Hours.

This course is designed to provide students with a comprehensive understanding of the principles, strategies, and techniques involved in sales and revenue generation within the dynamic field of sports business. Through a combination of theoretical frameworks, case studies, and practical applications, students will gain insights into the unique challenges and opportunities inherent in selling sports products, services, and experiences. Throughout the course, students will engage in practical exercises, role-playing scenarios, and real-world simulations to develop their sales skills, critical thinking abilities, and strategic decision-making capabilities. By the end of the course, students will be equipped with the knowledge and skills necessary to excel in sales and revenue generation roles within the dynamic and fast-paced world of sports business.

SM 299. Topic/. 1-3 Hour.

This course is intended to provide the opportunity to offer courses in Sport Management that would not normally be part of the Husson Curriculum. As such, the topics will depend upon the interests of the students and faculty.

SM 300. Principles & Qualities of Coaching. 3 Hours.

This 3-credit class is designed to educate, prepare and certify individuals to coach at all levels. Students will obtain an (ASEP) American Sports Education Program Certification upon completing the instruction and passing the test. A CPR and First Aid certificate will also be issued after completing the specific testing required. Principles and Quality of Coaching will cover all aspects of coaching including: Developing a coaching philosophy, effective communication among coaches, players, parents, officials, media and the community. How to conduct tryouts, motivating players, building a program, how to deal with college coaches recruiting players, practice plans, game preparation, etc.

SM 302. Sports Ethics. 3 Hours.

This course will focus on the exploration of contemporary values, issues, and controversies associated with sport and sport management. Current issues, ethical dilemmas in the sport environment, organizational responsibility, and professional ethics will be discussed. During this course, students will become involved with discussions on sportsmanship, fan behavior, performance-enhancing drugs, cheating and deception, the role of violence in sports, gender equity in sport, deviant behavior in athletics, and issues related to youth sports participation. This course will explore the various issues to be raised by encouraging discussion among the students, by conducting formal debates, and developing position papers on the subject matter.

SM 304. Principles of Sports Medicine. 3 Hours.

This course is designed to integrate basic medical concepts and related scientific information to provide a foundation in the prevention, recognition, assessment, management, disposition, and reconditioning of sport-related injuries and illnesses.

SM 307. Sport Finance. 3 Hours.

This course examines financial considerations relative to Sport Management, including: budgeting, fundraising, marketing and the economic impact of sport events. Although the focus of the course is on the two most visible segments of the sport industry – intercollegiate and professional athletics, sufficient attention is given to methods and strategies that may be applied across the discipline. Prerequisite(s): SM 101.

SM 322. Sport Marketing. 3 Hours.

This upper level major course examines the theories, fundamentals and practical applications of marketing for sport related organizations. It offers a broad perspective of the diverse segments that comprise the sport industry – the Sport Performance Segment; the Sport Production Segment; and the Sport Promotion Segment. For the purpose of this course, sport marketing is defined as, “the process of designing and implementing activities for the production, pricing, promotion, and distribution of a sport or sport business product to satisfy the needs or desires of consumers and to achieve the companies objectives.” By taking this course, students gain experience working in groups and are encouraged to develop interpersonal skills that may be employed in future endeavors. Additional emphasis is placed on the development of critical thinking, analytical, writing and oral communication skills.

SM 328. Sports Information. 3 Hours.

Sports Information is an advanced course that introduces students to the sports information function and provides extensive practice in sports information work. Topics covered include: writing a sports news release, creating game notes and stats, the function of media passes, scheduling and conducting news conferences, and handling crisis situations. Students get up close and personal to sports information work at the high school, college, and professional levels.

SM 331. Governance and Policy in Sport. 3 Hours.

This course is an examination of the integration of management theory with sport governance and policy development practice. The course provides an overview of the sport industry that will provide students with an understanding of the authority, organizational structures, and function of the major governing bodies in the various segments of professional and amateur sport organizations at the local, national, and global levels. The study of policy development in educational, non-profit, professional, and international sport organizations in relation to governance issues will also be addressed.

SM 341. Recreational Programing and Event Management. 3 Hours.

This course is an examination of the principles and methods of program development, management, delivery, and assessment within the sport industry, specifically integrating youth, community and campus recreation. Using principles and practice of event coordination and administration, students will design, develop, and implement community-based programs and/or events, including competitive and non-competitive leagues and tournaments, and non-credit instructional sport programs, events, and services.

SM 404. ACE Personal Trainer Exam Preparatory. 3 Hours.

This course is designed to give students the knowledge and understanding necessary to prepare for the ACE Personal Trainer Certification Exam and become effective personal trainers. This course presents the ACE Integrated Fitness Training® (ACE IFT®) Model as a comprehensive system for designing individualized programs based on each client's unique health, fitness, and performance goals. The information covered by this course and the ACE IFT Model helps students learn how to facilitate rapport, adherence, self-efficacy, and behavior change in clients, as well as design programs that help clients to improve posture, movement, flexibility, balance, core function, cardiorespiratory fitness, and muscular endurance and strength.

SM 407. Psychology of Sport. 3 Hours.

The focus is on how people behave in sport and exercise settings: motivation, anger, fear, and how such emotions affect performance; how emotions can be moderated and how behaviors can be made more effective are covered.

SM 409. Strategic Leadership and Management in Sport Organizations. 3 Hours.

This course explores the principles and practices of strategic leadership and management within the sports industry. Students will engage with real-world case studies, current trends, and advanced theoretical frameworks to develop strategic solutions to complex challenges faced by sport organizations. The course emphasizes critical thinking, leadership development, and practical application through group projects, current events, and a culminating capstone project. Topics may include leadership theory, organizational culture, decision-making, change management, ethics, and financial strategies in the sport industry. Prerequisite(s): College Level=Senior.

SM 441. Outdoor Recreation Programming. 3 Hours.

This course is an examination of the values, principles and methods of program development, management, delivery, and assessment within the outdoor and adventure recreation industry. Additionally, the course will focus on environmental and governmental impact of outdoor and adventure recreation. The basic principles and procedures for developing outdoor recreation programs will be introduced while providing the opportunities to acquire and utilize recreation programming skills through practical application. Prerequisite(s): SM 341.

SM 496. Sports Management Internship. 3 Hours.

This course is designed to provide sports management students with practical work experience in a sports management environment.

SM 497. Intermediate Sport Management Internship. 3 Hours.

This course is designed to provide sport management students with practical work experience in a sport business setting. This college-supervised internship builds upon the SM 496 internship experience to provide the student with additional exposure to the sport industry. A journal and written assignments are required components of the internship experience.

SM 498. Advanced Sport Management Internship. 3 Hours.

This course is designed to provide sport management students with practical work experience in a sport business setting. This college-supervised internship builds upon prior internship experiences to provide the student with additional exposure to the sport industry. A journal and written assignments are required components of the internship experience.

SM 499. Topic/. 1-3 Hour.

This course provides sport management students the opportunity to research and develop special projects within the realm of sport management. Open to Junior and Senior students only.