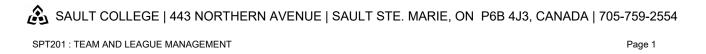


COURSE OUTLINE: SPT201 - TEAM AND LEAGUE MGMT

Prepared: Ryan Hornblower Approved: Sherri Smith, Chair, Natural Environment, Business, Design and Culinary

Course Code: Title SPT201: TEAM AND LEAGUE MANAGEMENT **Program Number: Name** 2073: SPORTS ADMIN. **BUSINESS/ACCOUNTING PROGRAMS** Department: Academic Year: 2022-2023 **Course Description:** Students in this course will explore the planning and implementation of sport leagues and tournaments. Students will examine demand in specific markets and situations, determine project plans and requirements, and develop tournament operational plans that consider league structure, obligations, and responsibilities. Students will have an opportunity to plan a tournament as part of course work. **Total Credits:** 3 3 Hours/Week: 42 Total Hours: Prerequisites: There are no pre-requisites for this course. **Corequisites:** There are no co-requisites for this course. Vocational Learning 2073 - SPORTS ADMIN. Outcomes (VLO's) VLO 2 Develop, analyze and implement marketing strategies for products, programs, addressed in this course: events, services and facilities related to sporting organizations or events. VLO 3 Develop business strategies for sports organizations which take into account the Please refer to program web page for a complete listing of program current political and economic environment to maintain currency in the industry while outcomes where applicable. considering historical context. Comply with relevant statutes, regulations, safety and accessibility standards, and VLO 4 business practices. VLO 5 Apply leadership strategies and best practices to effectively manage personnel and accomplish organizational goals. VLO 6 Employ current and relevant financial management strategies to support the operations of a sport organization or event. VLO 8 Plan, organize and deliver sport projects, tournaments, programs or community events that respond to needs, interests and abilities, engage participants, and promote health and wellness. VLO 9 Apply administrative, communication and customer service skills to support the delivery of sport and recreation programs, events, and services according to industry standards. VLO 11 Conduct and present research to support business decision making in a sport organization. Essential Employability EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form Skills (EES) addressed in that fulfills the purpose and meets the needs of the audience.



	EES 2 EES 3 EES 4 EES 5 EES 6 EES 7 EES 8 EES 9 EES 10	communication. Execute mathemati Apply a systematic Use a variety of thin Locate, select, orga and information sys Analyze, evaluate, Show respect for the others. Interact with others relationships and the	spoken, or visual messages in a manner that ensures effective cal operations accurately. approach to solve problems. nking skills to anticipate and solve problems. anize, and document information using appropriate technology stems. and apply relevant information from a variety of sources. the diverse opinions, values, belief systems, and contributions of in groups or teams that contribute to effective working the achievement of goals. time and other resources to complete projects.			
Course Evaluation:						
Course Evaluation:	Passing Grade: 50%, D A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.					
Books and Required Resources:	Organizing Successful Tournaments (2014) by John Byl Publisher: Human Kinetics Inc. Edition: 4th Edition ISBN: 978-1-4504-6027-9					
Course Outcomes and Learning Objectives:	Course	Outcome 1	Learning Objectives for Course Outcome 1			
		League and nent policies and res.	 1.1 Discuss differences between sporting leagues or tournaments. 1.2 Describe league structures within professional and amateur settings. 1.3 Review participant vs. spectator driven sports leagues. 1.4 Discuss a marketing/branding strategy. 1.5 Review Sport Governing Bodies policies and procedures. 			
			Learning Objectives for Course Outcome 2			
	and tournaments and their operating structure.		 2.1 Understand tournament leagues and tournaments. 2.2 Organizing tournaments using a specific tournament structure. 2.3 Develop a tournament checklist. 2.4 Analyze and compare Youth/Adult leagues and tournaments. 			
	Course Outcome 3		Learning Objectives for Course Outcome 3			
	each rol when or	the tasks within e that are involved ganizing a ent or league.	 3.1 Discuss various job roles & responsibilities while organizing a tournament. 3.2 Create a risk management plan. Move to CO5 3.3 Apply conflict resolution techniques. 3.4 Generate a tournament itinerary. 3.5 Compare Management styles. 			

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Course Outcome 4	Learning Objectives for Course Outcome 4
Prepare a tournament operation manual.	 4.1 Examine sections of an operations manual. 4.2 Facility procurement. 4.3 Selecting Officiating for a tournament. 4.4 Sanctioned vs. Non-sanctioned competitions. 4.5 Prepare an operational manual for a sport. 4.6 Develop a tournament checklist.
Course Outcome 5	Learning Objectives for Course Outcome 5
Design a tournament/league.	 5.1 Create a tournament Budget. 5.2 Produce an invitation letter for a tournament. 5.3 Develop roles for those involved with hosting an event. 5.4 Generate revenue/sponsorships options. 5.5 Organize a sports awards night. 5.6 Discuss a marketing/branding strategy. 5.7 Create a risk management plan.

Evaluation Process and Grading System:	Evaluation Type	Evaluation Weight		
Grading System.	Assignments/Class Participation	20%		
	Culminating Task	40%		
	Group Project	30%		
	Reflective Journals	10%		
Date:	November 24, 2022			
Addendum:	Please refer to the course outline addendum on the Learning Management System for fur information.			

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