



COURSE OUTLINE: SPT401 - BUSINESS OF PRO SPRT

Prepared: Helen Lindfors

Approved: Martha Irwin, Dean, Business and Information Technology

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| Course Code: Title | SPT401: THE BUSINESS OF PROFESSIONAL SPORT |
| Program Number: Name | 2073: SPORTS ADMIN. |
| Department: | BUSINESS/ACCOUNTING PROGRAMS |
| Academic Year: | 2023-2024 |
| Course Description: | In this course, students will explore and develop an understanding of the multi-billion-dollar sporting industry from a global perspective. Taking into consideration complicated management and organizational structures that balance multiple demands including athlete and facility management, fans and varying rules and regulations, students will discuss the management of modern professional sports franchises using case studies and group discussions. |
| Total Credits: | 3 |
| Hours/Week: | 3 |
| Total Hours: | 42 |
| Prerequisites: | There are no pre-requisites for this course. |
| Corequisites: | There are no co-requisites for this course. |
| Vocational Learning Outcomes (VLO's) addressed in this course: | 2073 - SPORTS ADMIN. |
| Please refer to program web page for a complete listing of program outcomes where applicable. | VLO 2 Develop, analyze and implement marketing strategies for products, programs, events, services and facilities related to sporting organizations or events. |
| | VLO 3 Develop business strategies for sports organizations which take into account the current political and economic environment to maintain currency in the industry while considering historical context. |
| | VLO 4 Comply with relevant statutes, regulations, safety and accessibility standards, and business practices. |
| | VLO 5 Apply leadership strategies and best practices to effectively manage personnel and accomplish organizational goals. |
| | VLO 10 Develop strategies for ongoing personal and professional development as a sport and recreation professional to contribute to a positive work environment. |
| | VLO 11 Conduct and present research to support business decision making in a sport organization. |
| Essential Employability Skills (EES) addressed in this course: | EES 1 Communicate clearly, concisely and correctly in the written, spoken, and visual form that fulfills the purpose and meets the needs of the audience. |
| | EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication. |
| | EES 6 Locate, select, organize, and document information using appropriate technology and information systems. |
| | EES 7 Analyze, evaluate, and apply relevant information from a variety of sources. |



- EES 8 Show respect for the diverse opinions, values, belief systems, and contributions of others.
- EES 9 Interact with others in groups or teams that contribute to effective working relationships and the achievement of goals.

Course Evaluation:

Passing Grade: 50%,

A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Course Outcomes and Learning Objectives:

| Course Outcome 1 | Learning Objectives for Course Outcome 1 |
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| Develop an understanding of the different organizational structures used in professional sport. | 1.1 Examine the relationships between team management, league management, players and fans. 1.2 Consider the relationship between team management and facility management. 1.3 Look at the various roles on the management team and their key responsibilities. 1.4 Be able to explain how management philosophies impact the various stakeholders. |
| Course Outcome 2 | Learning Objectives for Course Outcome 2 |
| Explain the basic elements of the draft process. | 2.1 Discuss the process of the draft and contrast the draft process across different professional sports. 2.2 Discuss the role of scouting and how it plays into league management. 2.3 Examine how free agency impacts professional sports. |
| Course Outcome 3 | Learning Objectives for Course Outcome 3 |
| Understand the key elements of successful player management. | 3.1 Examine the role of player associations in league development. 3.2 Look at the role of collective bargaining and union management in the world of professional sport. 3.3 Consider the various aspects covered in a collective agreement. |
| Course Outcome 4 | Learning Objectives for Course Outcome 4 |
| Understand the process of league development | 4.1 Examine the history of women`s professional hockey prior to the development of the PWHL. 4.2 Analyze the steps that led to the creation of the PWHL. 4.3 Consider what is working and what skill needs to happen for the league to be successful. 4.4 Be able to identify the next steps. 4.5 Contrast this process to the process used to create the Womens Premier League in International Cricket. |
| Course Outcome 5 | Learning Objectives for Course Outcome 5 |
| Understand the various revenue streams available in professional sport. | 5.1 Examine the various sources of revenue for sport enterprises. 5.2 Understand the importance of revenue planning for sports organizations. 5.3 Be able to develop strategies to effectively manage and |



grow those revenue streams.

Evaluation Process and Grading System:

| Evaluation Type | Evaluation Weight |
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| Final Exam | 25% |
| In class quizzes, assignments, exercises | 25% |
| Major Case Assignment | 25% |
| Presentations | 25% |

Date:

January 3, 2024

Addendum:

Please refer to the course outline addendum on the Learning Management System for further information.

