



COURSE OUTLINE: SPT201 - TEAM AND LEAGUE MGMT

Prepared: Ryan Hornblower

Approved: Martha Irwin, Dean, Business and Information Technology

Course Code: Title	SPT201: TEAM AND LEAGUE MANAGEMENT
Program Number: Name	2073: SPORTS ADMIN.
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2024-2025
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
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 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 Skills (EES) addressed in	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.



this course:

- EES 2 Respond to written, spoken, or visual messages in a manner that ensures effective communication.
- EES 3 Execute mathematical operations accurately.
- EES 4 Apply a systematic approach to solve problems.
- EES 5 Use a variety of thinking skills to anticipate and solve problems.
- 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.
- EES 10 Manage the use of time and other resources to complete projects.

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
Analyze league and tournament policies and procedures.	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.
Course Outcome 2	Learning Objectives for Course Outcome 2
Compare various leagues 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
Identify the tasks within each role that are involved when organizing a tournament 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.



	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
Assignments/Class Participation	20%
Culminating Task	40%
Group Project	30%
Reflective Journals	10%

Date: June 2, 2024

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