



COURSE OUTLINE: SPT101 - THE ESSENCE OF SPORT

Prepared: Helen Lindfors

Approved: Bob Chapman - Dean

Course Code: Title	SPT101: THE ESSENCE OF SPORT
Program Number: Name	2073: SPORTS ADMIN.
Department:	BUSINESS/ACCOUNTING PROGRAMS
Academic Year:	2025-2026
Course Description:	Students in this course will be introduced to the history of sport as a cultural phenomenon, what sport is in the modern age, and sport as a business from a broad context.
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 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 5 Use a variety of thinking skills to anticipate and solve problems.
	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.
	EES 11 Take responsibility for ones own actions, decisions, and consequences.



Course Evaluation: Passing Grade: 50%, D
 A minimum program GPA of 2.0 or higher where program specific standards exist is required for graduation.

Other Course Evaluation & Assessment Requirements: Lectures, required readings, seminars, presentations, case studies, papers, class discussion and problem-solving, podcasts, videos

Course Outcome 1	Learning Objectives for Course Outcome 1
Understand the nature of sport and why it's important to our society.	1.1 Recognize the importance of play. 1.2 Be able to define what constitutes a sport and why it is important. 1.3 Understand sport from the perspective of spectators, fans and participants. 1.4 Introduction to the types of sports organizations and the myriad of potential employment opportunities.
Course Outcome 2	Learning Objectives for Course Outcome 2
Be able to discuss the role of sport through history and understand how the historical underpinnings impact sport today.	2.1 Understand the role of sport in Ancient Greece and the Ancient Olympics. 2.2 Discuss how sport was used in nation building. 2.3 Recognize the underpinnings of rule formalization and standardization, the ideal fan, the emergence of sport as a commercial product. 2.4 Consider the history of amateurism, and its evolution throughout time.
Course Outcome 3	Learning Objectives for Course Outcome 3
Identify continuing issues, conflicts and potential opportunities in sport.	3.1 Consider the differences between traditional and indigenous sports and games in modern sports. 3.2 Develop an understanding of talent identification and the role of nature and nurture in health and athletic performance. 3.3 Debate the use of performance enhancing drugs in sport and understand the role of WADA. 3.4 Analyze the use of sports to create opportunities for equal rights.
Course Outcome 4	Learning Objectives for Course Outcome 4
Consider the current rapidly evolving nature of sport and recognize the potential impacts on sports administration.	4.1 Understand how television has shaped and spread modern sport. 4.2 Examine lifestyle sports, action sports and e-sports and their implications on sports administration. 4.3 Reflect on the role of risk taking and the importance of health as they relate to sports administration.

Evaluation Type	Evaluation Weight
Assignments	20%
Final Exam	25%
Group Project	25%

	Participation	10%
	Presentation	20%

Date: August 18, 2025

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