

## Sports Management

- SM 191 Intro to Sport Mgt/Rec Studies** 3 cr  
An introduction to the Sport Management and Recreation Studies professions; its history and philosophies. Includes an orientation to community agencies.
- SM 276 Introduction to Sport Mgt** 3 cr  
A study of the activities, organizations, and businesses involved in producing, facilitating, and organizing sport, fitness, and recreation related products and services.
- SM 280 Hospitality Services** 3 cr  
A study of hotel/motel resort services. Includes an overview of recreation services, food and beverage, guest services, marketing, housekeeping, maintenance, and fiscal concerns.
- SM 286 Sport Governance and Policy** 3 cr  
A detailed analysis of power, decision making, oversight and control methods for sport and recreation programs at the community, scholastic, collegiate, professional, and international sport levels. Includes governance and authority of regulatory concerns related to legal, risk/safety, social, political, economic, geographical, and managerial policies, procedures and practices.
- SM 297 Campus Recreation** 3 cr  
Planning, organization, and leadership of intramural recreation and community sport activities.
- SM 300 Global Tourism** 3 cr  
Examination of the impact of recreational socio-cultural, economic, physical environment and governmental factors on leisure travelers within the global tourism industry.
- SM 384 Sport Marketing** 3 cr  
An examination of marketing and media concepts and theories applied to the sport industry. Content areas include basic marketing, target marketing and segmentation, advertising and sponsorships, event marketing and promotions, branding, public relations, social media, consumer behavior research, sponsorship proposals, and sport marketing plans.
- SM 391 Leadership in SMRS** 3 cr  
Theories, principles, and philosophies of leadership as applied to sport management and recreation studies. Also includes a study of programming principles and techniques.
- SM 394 Sport and Business Finance** 3 cr  
This course provides undergraduate students with an introduction to investment valuation and key financial concepts of sport related entities. Students will develop revenue generating insight and budgeting knowledge of actual situations occurring in the sport and recreation industry. Topical areas covered include capital budgeting, facility financing, corporate sponsorship, salary structures, franchise valuations, and personal business transactions.
- SM 472 Legal Issues in Sports/Rec - W** 3 cr  
This course introduces students to the legal liabilities, negligence, contractual agreements, and risk management issues pertaining to the areas of sport, recreation, and physical activity.
- SM 480 Private/Commercial Operations** 3 cr  
A survey of private and commercial operations including a study of resort operations.
- SM 481 Tourism & Resort Development** 3 cr  
Tourism and recreational travel; nature of resort development and its effect on generating tourist flow to and within regions. Economic importance of both tourism and resort development.
- SM 483 Issues in HKS** 3 cr  
A study of major trends, problems, and issues in various areas of health, kinesiology, and sport.
- SM 486 Sport/Rec Facility Plan/Design** 3 cr  
This course will familiarize students with the basic methodologies, objectives, and principles applied to the design and strategic planning of sport and recreation service facilities. It includes the examination and implementation of guidelines used to create a facility planning brief.
- SM 490 Special Topics** 3 cr  
Selected topics in sport management. Topics will vary according to needs and interests of students. Course may be repeated for credit when content varies.
- SM 495 Internship in Sport Management** 3 TO 12 cr  
Supervised experiences in a sport management or related agency work setting. HKS advisor approval required.
- SM 496 Sport and Rec Resource Mgt** 3 cr  
A study of event and facility resource management in sport and recreation. Applies the functions of management to the supervision, operation, development, evaluation, and financing of sport and recreation facilities in public and private environments.
- SM 572 Sport Event Law and Risk Mgmt** 3 cr  
Analytical understanding of legal issues and risk management trends as they relate to sport event management. Legal systems, human resource management, operations management, and liability of managing sport events and facilities will be emphasized.
- SM 575 Sport Ldshp and Org Behavior** 3 cr  
This course explores the essential functions of leadership in the management of sport organizations and sport events. Effective leadership in event operations will be studied, in addition to historical and current perspectives of organizational behavior. Students will gain an advanced understanding of practical leadership applications.

**SM 584 Sport Event Marketing-Media 3 cr**

Study of the unique features of sport event marketing and media. Examines the strategies and activities or organizations to promote and produce sporting events.

**SM 585 Soc-Ethic Issues in Sport Mgmt 3 cr**

A variety of social and ethical issues within the sport industry are presented. A value based approach to sport event decision making is emphasized using real-world examples and the application of ethical theories.

**SM 586 Sport Event and Facility Mgmt 3 cr**

Designed to provide students the opportunity to learn multiple aspects of sports event management and the operations of sports facilities. Emphasis toward how to plan, manage, implement and evaluate sports events at various host site venues.

**SM 587 Sport Business and Finance 3 cr**

This course provides sport managers with the skills to make effective financial management decisions in sport event settings. Students will apply appropriate investment, revenue generating, and budgeting concepts unique to the sport industry.

**SM 591 Travel and Tourism 3 cr**

A survey course designed to provide students with an overview of travel and tourism as an area of study. Discussions will center on tourism at the macro (regional and national) level. Tourist behavior, the social, environmental and economic impact of tourism will be highlighted.

**SM 594 Directed Study and Research 3 cr**

Students explore through directed study and research, problems and issues of special interest or significance in sport management. Not more than three semester hours of SM 594 can be accepted toward a degree program. Program advisor approval required.

**SM 595 Internship in Sport Management 3 TO 6 cr**

A supervised learning experience in a sport management or related agency work setting. Provides the student with an opportunity to apply theories and concepts learned during the graduate program. No more than six semester hours of SM 595 can be accepted toward a degree program. Program advisor approval required.

**SM 599 Thesis 1 TO 6 cr**

Independent research by the student under the sponsorship of the graduate faculty. Approved formal research prospectus and approval by thesis committee chair required.