

BUSINESS EDUCATION CURRICULUM SUMMARY

The purpose of the Business Education Curriculum Summary is to present an overview of the Introduction to Sports & Entertainment Management curriculum. Parents are the intended audience of the Business Education Curriculum Summary.

Introduction to Sport Management
<p>Nature and Scope of Sport Industry</p> <ul style="list-style-type: none"> • Sport Management Competencies • Impact of Globalization • Developing a Professional Perspective <p>Historical Origins of Sport Industry</p> <ul style="list-style-type: none"> • Historical Aspects of Sport Management Industry • Critical Thinking • Ethics in the History of the Sport Business Industry

Management Concepts and Practice in Sport Industry
<p>Structure, Design, and Environment of Sport Organizations</p> <ul style="list-style-type: none"> • Organization Defined • Organizational culture, design, and change • Strategic Planning <p>Theoretical Approaches to Management</p> <ul style="list-style-type: none"> • Managerial Roles • Decision Making, Authority, and Power • Ethics in Leadership of Sport Organizations

Amateur and Professional Sports
<p>Current State of Professional Sport in United States</p> <ul style="list-style-type: none"> • History of Major Professional American Sports • Revenue Sources and Labor Agreements within Professional Sports <p>Amateur Sports</p> <ul style="list-style-type: none"> • Intercollegiate Athletics • Interscholastic Athletics • Youth and Community Sport

Current Challenges in Sport Management
<p>Sport Marketing and the Consumer Landscape</p> <ul style="list-style-type: none"> • Communication in the Sport Industry • Sport Management and Marketing Agencies • Sport Consumer Behavior • Sociological Aspects of Sport <p>Finance, Economics and the Law</p> <ul style="list-style-type: none"> • Current Economic Landscape of Sport Industry • Sources of Revenue and Expenses for Sports Leagues and Franchises • Legal Considerations in Sport Management