

**JAMESTOWN COMMUNITY COLLEGE**  
**State University of New York**

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**INSTITUTIONAL COURSE SYLLABUS**

**Course Title:** Introduction-Sport Management

**Course Abbreviation and Number:** SPT 1300

**Credit Hours:** 3

**Course Type:** Lecture

**Course Description:** Students will be introduced to the profession of sport management and kinesiology with particular focus on basic domains and principles related to sport management. Additionally, students will explore career options in sport management and kinesiology.

No requisites.

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**General Education Requirements Met**

**JCC**

Applied Learning

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**Student Learning Outcomes:**

Students who demonstrate understanding can:

1. Identify career opportunities and paths in sport management.
  2. Differentiate among the various functional areas of sport management.
  3. Describe the function of kinesiology within the field of sport management.
  4. Effectively apply knowledge and skills to a real-world experience, creative project, or independent intellectual investigation. [JCC Gen Ed – Applied Learning]
  5. Thoughtfully reflect on connections between concepts studies in the classroom and insights gained from an applied learning experience/project. [JCC Gen Ed – Applied Learning]
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**Topics Covered:**

- Introduction to the Sport Industry
  - Where is started: Kinesiology
  - The sub-discipline movement
  - Leadership in the sport industry
  - Sport finance/economics
  - Marketing/Promotions
  - Sponsorship and Sales
  - Sport Facility and Event Management
  - Sport Industry and the law
  - Sport Governance and Ethical Leadership
  - Global Sport
  - Internships and Networking
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**Information for Students**

- Expectations of Students
  - [Civility Statement](#)
  - [Student Responsibility Statement](#)
  - [Academic Integrity Statement](#)
- [Accessibility Services](#)

Students who require accommodations to complete the requirements and expectations of this course because of a disability must make their accommodation requests to the Accessibility Services Coordinator.

- [Get Help: JCC & Community Resources](#)
- [Emergency Closing Procedures](#)

- Course grade is determined by the instructor based on a combination of factors, including but not limited to, homework, quizzes, exams, projects, and participation. Final course grade can be translated into a grade point value according to the following:

A=4.0	B+=3.5	B=3	C+=2.5	C=2	D+=1.5	D=1	F=0
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- Veterans and active duty military personnel with special circumstances (e.g., upcoming deployments, drill requirements, VA appointments) are welcome and encouraged to communicate these to the instructor.
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**Effective Date:** Fall 2021