

# SPORT MANAGEMENT (SMGT)

## **SMGT 200 Introduction to Sport Management 3 Credit Hour(s)**

This course is designed to provide students with an introduction to the skills and competencies required to pursue career opportunities in the sport industry.

**Offered:** Resident and Online

## **SMGT 201 History of Sport 3 Credit Hour(s)**

This course investigates the historical development of sport and recreational activities practiced in North America. Major influences on the development of sport are examined including religious beliefs, social and cultural values, economics, politics, and technological advances.

**Offered:** Resident and Online

## **SMGT 300 Introduction to Coaching 3 Credit Hour(s)**

An overview of the roles, qualifications, responsibilities, and skills required of coaches during the season and off season. Issues affecting coaches both on and off the field will be addressed.

**Offered:** Resident

## **SMGT 302 Sport Facilities and Events 3 Credit Hour(s)**

**Resident Prerequisite:** SMGT 200 and SMGT 201 and (ISYS 201 or CMIS 201 or BUSI 201) and ENGL 101 and COMS 101 and INQR 101 and (RSCH 201 or Inquiry Research with a score of 80 or Research Assessment with a score of 80 or Research (prior to 2017-2018) with a score of 80)

**Online Prerequisite:** SMGT 200 and SMGT 201 and (ISYS 201 or CMIS 201 or BUSI 201)

This course is designed to provide students with an overview of facility planning and design, facility operations, and event management.

**Offered:** Resident and Online

## **SMGT 304 Coaching Football 3 Credit Hour(s)**

**Prerequisite:** SMGT 300

An examination of the theories, techniques, and styles of coaching football. Multiple offensive and defensive strategies are explored.

**Note:** Offered in the fall semester

**Offered:** Resident

## **SMGT 305 Sport Law 3 Credit Hour(s)**

**Resident Prerequisite:** SMGT 200 and SMGT 201 and BUSI 201 and ENGL 101 and COMS 101 and INQR 101 and (RSCH 201 or Inquiry Research with a score of 80 or Research Assessment with a score of 80 or Research (prior to 2017-2018) with a score of 80)

**Online Prerequisite:** SMGT 200 and SMGT 201 and (ISYS 201 or CMIS 201 or BUSI 201)

With a managerial approach to legal issues, this course will examine the influences of current state and federal legislation, collective bargaining agreements, regulation agencies, employee-employer relations, contracts and educational enterprises in relation to sport management.

**Offered:** Resident and Online

## **SMGT 306 Coaching Basketball 3 Credit Hour(s)**

**Resident Prerequisite:** SMGT 300

A study of the theories, methods, organization, and techniques of teaching and coaching of basketball skills and team play.

**Note:** Offered in the spring semester

**Offered:** Resident

## **SMGT 307 Coaching Fall Sports 3 Credit Hour(s)**

**Prerequisite:** SMGT 300

This course will function as an orientation to the coaching of specific individual and team sports. Furthermore, the course is designed to evaluate the knowledge and skill proficiencies (competencies) of participants in selected activities. A variety of traditional fall sports will be studied. Possible fall sports include: include volleyball, cross country, and soccer.

**Offered:** Resident

## **SMGT 308 Coaching Spring Sports 3 Credit Hour(s)**

**Prerequisite:** SMGT 300

This course will function as an orientation to the coaching of specific individual and team sports. Furthermore, the course is designed to evaluate the knowledge and skill proficiencies (competencies) of participants in selected sport and activities. A variety of traditional spring sports will be studied. Possible spring sports include: baseball/softball, lacrosse, tennis, track & field.

**Offered:** Resident

## **SMGT 310 Communication in Sport 3 Credit Hour(s)**

**Resident Prerequisite:** COMS 101 and ENGL 101 and (SETM 205 or SMGT 205) and (ISYS 201 or CMIS 201 or BUSI 201) and ECON 110 and INQR 101 and (RSCH 201 or Inquiry Research with a score of 80 or Research Assessment with a score of 80 or Research (prior to 2017-2018) with a score of 80) and (MATH 114 or MATH 115 or MATH 116 or MATH 117 or MATH 121 or MATH 122 or MATH 125 or MATH 126 or MATH 128 or MATH 130 or MATH 131 or MATH 201 or MATH 217)

**Online Prerequisite:** COMS 101 and ENGL 101 and SMGT 200 and (ISYS 201 or CMIS 201 or BUSI 201) and (ENGL 102 or MUSC 200)

This course is a macro analysis of the field from personal, organizational, and external perspectives. Special attention is given to historical and theoretical features of the field, personal and organizational process, sport media, services and support systems, and sociological and legal aspects of sport.

**Registration Restrictions:** SMGT 205, BUSI 201, ENGL 101, COMS 101 or above, INQR 101, RSCH 201, MATH 114 or higher, ECON 110 or higher or Admission to BS Coaching degree

**Offered:** Resident and Online

## **SMGT 312 Introduction to Sport Ministry Outreach 3 Credit Hour(s)**

This course will explain the inter-relationships between sport and religion while examining the impact of muscular Christianity and sport ministry in North America. Tools and guidelines for preparing, organizing and administering a sport ministry program will also be examined.

**Offered:** Resident and Online

## **SMGT 314 Coaching Dynamics 3 Credit Hour(s)**

**Resident Prerequisite:** SMGT 300

A study of rules, game procedures, methods, and practices in officiating athletic activities as well as instruction on video editing technology and film breakdown for a variety of sports. Students will also acquire certification in CPR, AED, and First Aid related to Coaching.

**Note:** Offered in spring semester

**Offered:** Resident

## **SMGT 315 Concepts and Practices in Sport Outreach 3 Credit Hour(s)**

This course introduces the student to the broad spectrum of Christian concepts and practices with sport camp operation and leadership. The student will be equipped to plan, fund, program, direct, evaluate and assess a camp's effectiveness with an emphasis on outreach to athletes on high school and college campuses, in the local church, and with community organizations.

**Offered:** Resident and Online

**SMGT 317 Mentoring in Sport 3 Credit Hour(s)**

A residency whereby the student is assigned to a ministry outreach setting for the purpose of receiving hands-on experience and guidance in the day-to-day functions of sports outreach.

**Offered:** Resident and Online

**SMGT 321 Global Sport Outreach 3 Credit Hour(s)**

This course will examine global strategy issues within the context of sport outreach. Nation, region, and outreach specific factors that determine outreach effectiveness will be analyzed. Key global sport outreach organizations will be examined to deepen students' understanding of effective sport outreach theories and strategies. Students will develop a basic conceptual framework to formulate a strategy for undertaking sport outreach in a global setting.

**Offered:** Resident and Online

**SMGT 330 Sport Communication Technology 3 Credit Hour(s)**

**Resident Prerequisite:** SMGT 310

**Online Prerequisite:** SMGT 200 and SMGT 201 and BUSI 201 and ENGL 101 and ENGL 102 and COMS 101 and SMGT 310

This course provides future sport professionals with the technology expertise needed to be successful and marketable in sport public relations. Students will develop proficiency in sport industry relevant technologies such as organizational media production programs, persuasive media platforms, and social media.

**Offered:** Resident and Online

**SMGT 400 Sport and Exercise Psychology 3 Credit Hour(s)**

**Prerequisite:** PSYC 101 and SMGT 300

This course is designed to provide students with an in-depth view of the theoretical and applied aspects of the psychology of sport and exercise. The emphasis is on providing knowledge and skills necessary to improve athletic performance, enhance health and well-being, and understand personal and situation variables in the exercise environment as related to the psychological development of the individual.

**Note:** Offered in the spring semester

**Offered:** Resident

**SMGT 401 Sport Methodology 3 Credit Hour(s)**

An introductory class to the psychological and emotional aspects of sport. Topics include mental preparation, goal setting, extrinsic vs. intrinsic reward, stress, anxiety, relaxation and coping within the context of sport participation. The topic of competition and the concepts of success and failure are discussed from a biblical perspective.

**Offered:** Resident and Online

**SMGT 402 Outreach in Organized Sport 3 Credit Hour(s)**

This course will provide a foundational view of character coaches and related personnel within organized sport. The content will focus on learning how to pray for, to serve, to challenge, and to invest in lives and being on the journey of faith for those who serve.

**Offered:** Resident and Online

**SMGT 404 Administration and Organization in Sport and Recreation 3 Credit Hour(s)**

**Resident Prerequisite:** SMGT 310

**Online Prerequisite:** SMGT 302 and SMGT 305

A study of the problems and considerations involved in the successful management of sport and recreation programs. Areas considered include program planning, organization, leadership and evaluation, and current organizational trends.

**Registration Restrictions:** SMGT 310 or Admission to BS Coaching degree

**Offered:** Resident and Online

**SMGT 405 Sport Finance 3 Credit Hour(s)**

**Resident Prerequisite:** SMGT 310

**Online Prerequisite:** SMGT 302 and SMGT 305 and SMGT 310

Economic marketing and finance theories applied to sport organizations, with special emphasis on the impact of sport upon the proximate community, and general development of cities and sport facilities.

**Registration Restrictions:** SMGT 310 or Admission to BS Coaching degree

**Offered:** Resident and Online

**SMGT 406 Issues and Trends in Sport 3 Credit Hour(s)**

**Resident Prerequisite:** SMGT 310

**Online Prerequisite:** SMGT 302 and SMGT 305 and SMGT 310

A basic understanding of the developments, trends and social processes that explain the widely popular sporting experiences of society today.

**Offered:** Resident and Online

**SMGT 410 Sport Marketing 3 Credit Hour(s)**

**Resident Prerequisite:** SMGT 310

**Online Prerequisite:** SMGT 302 and SMGT 305 and SMGT 310

The relevant areas of marketing are applied to sport applications for spectator and participative sport organizations are given. Special emphasis is placed on strategic planning, product analysis, and the development and presentation of marketing packages to secure sponsorship.

**Registration Restrictions:** SMGT 310 or Admission to BS Coaching degree

**Offered:** Resident and Online

**SMGT 421 Policy & Governance in Sport 3 Credit Hour(s)**

**Resident Prerequisite:** SMGT 310

**Online Prerequisite:** BUSI 201 and SMGT 200 and SMGT 201 and SMGT 302 and SMGT 305 and SMGT 310 and SMGT 312

This course examines various aspects of sport governing bodies and the organizations they oversee, including their structure, authority, membership, policy development, and the ethical issues behind their decisions. Governing bodies to be examined will include the domains of professional sport, interscholastic sport, intercollegiate sport, amateur sport, and international sport.

**Offered:** Resident and Online

**SMGT 422 Sport Analytics 3 Credit Hour(s)**

**Resident Prerequisite:** SMGT 310

**Online Prerequisite:** BUSI 201 and SMGT 200 and SMGT 201 and SMGT 302 and SMGT 305 and SMGT 310 and SMGT 312 and (MATH 115 or MATH 116 or MATH 117 or MATH 121 or MATH 122 or MATH 201 or MATH 2XX or MATH 3XX or MATH 4XX) and BUSI 201

A study of the process of data-based decision making including data collection, analysis and interpretation. Topics will include information gathering, research design and methods, data analysis software, and the use of statistics to analyze and interpret information.

**Offered:** Resident and Online

**SMGT 430 Sport Media Strategies 3 Credit Hour(s)**

**Resident Prerequisite:** SMGT 310

**Online Prerequisite:** SMGT 200 and SMGT 201 and SMGT 302 and SMGT 305 and SMGT 310 and SMGT 312

Sport Media Strategies is designed as a capstone course for the Communications and Public Relations Cognate. Heavy emphasis is given to the application of sport public relations technologies and strategies including promotional media, media relations tactics, public relations campaigns, and high level public relations responsibilities related to sport information.

**Offered:** Resident and Online

**SMGT 440 Guest Service Management 3 Credit Hour(s)**

**Resident Prerequisite:** HMG 310 or SMGT 310

**Online Prerequisite:** SMGT 200 and SMGT 201 and SMGT 302 and SMGT 305 and SMGT 310 and SMGT 312

This course addresses the elements included in delivering memorable guest experiences. Topics include concepts of service, guest behavior, perceptions and satisfaction, service compliance standards, assessment methods and service recovery strategies. Students will then learn how to leverage their understanding of these concepts to establish service culture and strategies to meet organizational goals within the context of sport and hospitality organizations.

**Offered:** Resident and Online

**SMGT 441 Sport Venue Operations 3 Credit Hour(s)**

**Resident Prerequisite:** SMGT 310

**Online Prerequisite:** SMGT 200 and SMGT 201 and SMGT 302 and SMGT 305 and SMGT 310 and SMGT 312

An in-depth study of the business practices associated with the booking, scheduling, and presentation of events in sport venues. Reflecting the multipurpose programming of many sport venues, this course will examine a variety of one-off athletic competitions, sport tournaments, concerts, family shows, and other showcase events used to fill a venue's calendar dark days.

**Offered:** Resident and Online

**SMGT 495 Directed Research 1-3 Credit Hour(s)**

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**Offered:** Resident