

SPORT MANAGEMENT (SPM)

SPM 244 – Recreation & Sport Law (3 credits)

As more time is spent globally on recreation and leisure, it is crucial for these service providers to fully understand how laws and regulations will affect the way they conduct business. This introductory law course explores legal issues relevant to recreation and sports enterprises as leisure service providers. The course explores the legal duties and obligations created between recreation/sport related companies and their customers, as well as the general public. The unique legal problems of recreational and/or sporting facilities will be fully introduced and explored as will concepts of constitutional protection, discrimination and agency relationships. Of particular interest to students will be how legal concepts may apply differently in professional sport, amateur sport and recreational settings.

SPM 250 – Sport & Rec Communication & Technology (3 credits)

This course will provide a framework for understanding the connection between the informational and commercial sides of sport information management and technology. Students will study the roles of sport information specialists as they relate to the media, the sport organization, and the public from both a journalistic and revenue generating perspective. Students will also examine the uses of technology from similar perspectives.

SPM 260 – Sports Broadcasting (EXP) (3 credits)

Sports Broadcasting is a hands-on course designed around the production and broadcasting of sporting events at Niagara University using live, multiple camera production techniques. Students learn the principles, tools, and techniques of producing for live sporting events aired on ESPN and other web streaming platforms.

SPM 275 – Sport Management and Recreation (3 credits)

This course will introduce issues concerning organizing and managing sport-related businesses. It will also provide the students with a comprehensive introduction to the body of knowledge that serves as the foundation for the study of management within sport and sport-related organizations. The students will get a realistic view of current and future opportunities in sport-related organizations.

SPM 320 – Sport & Recreation Based Youth Mentoring (CD) (3 credits)

This is a service learning class, meaning that a large portion of the class work will take place in the community serving as activity and recreation leaders and mentors to under-served, disadvantaged youth in the Niagara Falls area. There will also be an academic component of the class - reading, writing, and discussing social issues and how sport can be used to address a variety of social issues.

SPM 335 – Issues in Sport and Recreation (3 credits)

This course is designed to encourage the study of organized sport and its role in society today. It will examine the current issues and ethical dilemmas that the evolution of sport has created in our society. By studying these issues and their effects, the student will be able to not only apply their teachings to the managerial situations presented in sport and recreation settings, but will enhance a wide variety of sport experiences for themselves and those around them.

SPM 380 – Sport & Recreation Policy and Governance (3 credits)

*Prerequisite Take SPM*275*

This course will examine the various regulatory agencies that govern individual sport organizations and expose students to the management activities needed to operate effectively within those agencies. Students will learn how individual sport organizations fit into a greater industry and the power that lies within segments of the industry. The course is designed to integrate management theory with governance and policy development.

SPM 395 – Recreation and Sport Programming (3 credits)

The course is designed to provide the student with an understanding of the practices and procedures involved in recreation and sports programs. The course will develop the concepts of planning, organization, human resources, risk management, supervision, promotion, and event management. Students will develop an appreciation for the challenges in recreation and sport programming while learning the practices needed to be successful in this area.

SPM 432 – Financial Aspects of Sport/Recreation (3 credits)

*Prerequisite Take HST*202*

This course will examine the financial aspects of the sports industry and provide the student with an understanding of sport finance and its role in sport management. Students will study the overall aspects of revenue generation, budget management, and financing issues unique to sports organizations.

SPM 441 – Spec Topics in Sport Mgmt and Recreation (3 credits)

This course examines the fundamentals of cutting edge issues in sport management, including such topics as concessions management in a sports venue, youth sport management, sports tourism and E Sports. Students learn the history and current context of the topic and explore best practices for keeping pace with industry changes and customer expectations.

SPM 455 – Sport & Rec Marketing and Promotions (3 credits)

This course will examine the elements of the marketing mix from the sport perspective. An overview of the sport market, market research and segmentation, the unique nature of the sport product, and pricing within sport will be emphasized. The theory of 'place' in sport will be addressed through the role of promotions in the sport market and the role of public relations in the sport marketing mix.

SPM 460 – Sport & Recreation Sales and Licensing (3 credits)

This course will analyze and produce skills essential to the revenue production and sales process commonly found in the sport business. There is a focus on renewing existing sport product customers. There will be group projects as well as culminating clinical component applying direct application of the learned revenue production and sales tactics. There will be a focus on generating new sport product customers as this course seeks to build upon the sport business revenue production and sales competencies developed in other course work.

SPM 462 – Fundraising & Revenue Management (3 credits)

This course is a study of the concepts of sport fundraising and is designed to provide a theoretical framework whereby sport and special event managers can develop and operate fundraising programs. Additionally, students will be afforded the opportunity to implement that theoretical framework through the development and operation of an actual fundraising activity.

SPM 473 – Sport/Recreation Facility Management (3 credits)

This course is designed to study the concepts involved in the effective management of sport facilities and the events held within them. It will examine the considerations involved in planning and managing facilities and the relationship of facility operations to those events. The differences in managing activity centers and public assembly facilities will be emphasized.

SPM 488 – Negotiation & Dispute Resolution - Sport (3 credits)

This course will focus on the resolution of conflict by way of negotiation. It will identify and differentiate the adjudicative and consensual forms of dispute resolution and their implementation. It is designed to teach the theory and practice of negotiation, mediation, and conflict resolution by exposing students to both conceptual and behavioral forms applied in the sport setting.

SPM 495 – Organizational Behavior in Sport (3 credits)

*Prerequisite Take SPM*380*

Designed to be the capstone course for the sport management major, this course will examine the theory, behavior, and structure of sport organizations. An examination of the evolution of the power and political activities in sport organizations will take place. The concepts of leadership and management in the sport industry will be discussed in an effort to improve the effectiveness of the sport organizations on a personal, team, and organizational level. Seniors only.

SPM 497 – Appl Tourism, Sport, Rec, & Event Mgmt (3 credits)

Practical, hands-on experience is invaluable for students in tourism, sport, and event management. This course provides students the opportunity to gain work experience by assuming direct responsibility for the successful completion of a specific tourism or sport industry project or planned event. Students will work with a faculty member on the theory, discussion, and implementation of ideas. The course encourages students to actively plan, implement, manage, and evaluate all aspects of an event.