

NYS Performance Indicators	Objectives Essential Questions	Resources (Suggested Activities)	Cross-Curriculum Connections	Assessment Items
<p>New York State CDOS Standards:</p> <p>Standard 1: Career Development</p> <p>Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions.</p> <p>Standard 2: Integrated Learning</p> <p>Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings.</p> <p>Standard 3a: Universal Foundation Skills</p> <p>Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace.</p>	<p>Niagara University PLOs</p> <p>College of Hospitality, Sport and Tourism Management Program Learning Outcomes (PLOs)</p> <p>1. Students will identify and apply the knowledge and skills necessary for hospitality, sport, and tourism operations.</p> <p>2. Students will develop and integrate a core set of business skills necessary to successfully operate a hospitality, sport, and tourism organization.</p> <p>3. Students will demonstrate competence in the communication skills necessary for</p>	<p>Textbook(s)</p> <p>Principles & Practice of Sport Management - 7th Edition, Lisa P. Masteralexis, Carol Barr and Mary Hums</p> <p>Chapter 1</p> <p>https://us.humankinetics.com/blogs/excerpt/evolution-of-sport-management-research</p> <p>https://booksite.elsevier.com/samplechapters/9780750687553/9780750687553.pdf</p> <p>https://www.indeed.com/q-sports-management-l-buffalo,-ny-jobs.html</p> <p>http://www.psentertainment.com/</p>		

	<p>hospitality, sport, and tourism management.</p> <p>4. Students will formulate business decisions in hospitality, sport, and tourism management.</p> <p>5. Students will evaluate leadership principles necessary in the diverse and global hospitality, sport, and tourism industry.</p> <p>Introduction to Course & History of Sport Management</p> <p>Why are management functions critical to the success of an organization? How do ethics and social responsibility impact the culture of an organization?</p> <p>Understand the basics of sport management and business management</p>			
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	<p>Define sport and sport management</p> <p>Students will understand the aspects of sport management and aspects of sport management</p> <p>Students will be able to identify the nature and scope of the sport industry</p> <p>Be able to define management and identify its four functions. Define the principles of management. Identify why research is so important</p> <p>Students will identify the techniques for good research</p> <p>Students will identify the types of research and types of data collected</p>			
<p>New York State CDOS Standards:</p> <p>Standard 1: Career Development</p> <p>Students will be knowledgeable about the world of work, explore</p>	<p>Principles of Sport Management; Marketing Issue</p> <p>What skills do I need to compete in a</p>	<p>Textbook(s)</p> <p>Principles & Practice of Sport Management - 7th Edition, Lisa P.</p>		

<p>career options, and relate personal skills, aptitudes, and abilities to future career decisions.</p> <p>Standard 2: Integrated Learning</p> <p>Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings.</p> <p>Standard 3a: Universal Foundation Skills</p> <p>Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace.</p>	<p>work/business environment? How do I” measure up” against other potential people in the work place?</p> <p>Students will be able to describe the three levels of strategy Students will identify the advantages and risk of strategic management Students will identify the steps in strategic management After identifying strategic management, Students will analyze and think critically about the Nike Strategy and analyze the advantages and risks associated with this strategic management strategy Students will demonstrate an understanding of a SWOT analysis Students will demonstrate an understanding of benchmarking</p>	<p>Masteralexis, Carol Barr and Mary Hums</p> <p>Chapter 2-3</p> <p>https://scholar.google.com/scholar?q=principles+of+sport+management&hl=en&as_sdt=0&as_vis=1&oi=scholart</p> <p>https://www.forbes.com/advisor/education/what-is-sports-management/</p> <p>https://www.niagara.edu/sport-and-recreation-management/</p>		
<p>New York State CDOS Standards:</p> <p>Standard 1: Career Development</p>	<p>Financial Principles</p>	<p>Textbook(s)</p> <p>Principles & Practice of Sport</p>		

<p>Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions.</p> <p>Standard 2: Integrated Learning</p> <p>Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings.</p> <p>Standard 3a: Universal Foundation Skills</p> <p>Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace.</p>	<p>Why is it so important to know and understand finance and economics as a manager?</p> <p>What skills are necessary at each level of management Time Management Identify and use TQM techniques in management decision making Identify long term commitment to quality, customer satisfaction and positive employee moral Analyze the legal implications of Title IX to all schools, college and high school</p>	<p>Management - 7th Edition, Lisa P. Masteralexis, Carol Barr and Mary Hums</p> <p>Chapter 4</p> <p>https://www.jobsinsports.com/blog/2021/08/25/how-to-get-a-sports-finance-job/</p> <p>https://www.wsn.com/blog/highest-paid-sport/</p> <p>https://www.venasolutions.com/blog/finance-experts-guide-professional-sports</p> <p>https://econofact.org/who-wins-with-college-sports</p>		
<p>New York State CDOS Standards:</p> <p>Standard 1:</p>	<p>Legal Principles & Ethics and Sport</p>	<p>Textbook(s)</p> <p>Principles & Practice of Sport</p>		

<p>Career Development</p> <p>Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions.</p> <p>Standard 2: Integrated Learning</p> <p>Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings.</p> <p>Standard 3a: Universal Foundation Skills</p> <p>Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace.</p>	<p>What are the results of good and bad decision making? Why is critical thinking important in decision making?</p> <p>List and identify the steps in the decision-making process. Relate the principles of law to sports and entertainment. Explain the financial and social impacts that college athletics have on each and how NIL came about. Identify the impacts of amateur sports in a community. Discuss the management of championship series for college sports.</p>	<p>Management - 7th Edition, Lisa P. Masteralexis, Carol Barr and Mary Hums</p> <p>Chapter 5-6</p> <p>http://www.leoisaac.com/law/law010.htm</p> <p>https://scholarship.law.marquette.edu/cgi/viewcontent.cgi?article=1517&context=sportslaw</p> <p>https://sportslaw.uslegal.com/sports-agents-and-contracts/sports-contracts-basic-principles/</p>		
<p>New York State CDOS Standards:</p> <p>Standard 1: Career Development</p> <p>Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions.</p> <p>Standard 2: Integrated Learning</p> <p>Students will demonstrate how academic knowledge</p>	<p>Youth Sports</p> <p>What is the current dynamics of youth sports in America? Are sports growing or declining. Which sports are doing so and why?</p> <p>Students will understand what the current state of youth sports is at and</p>	<p>Textbook(s)</p> <p>Principles & Practice of Sport Management - 7th Edition, Lisa P. Masteralexis, Carol Barr and Mary Hums</p> <p>Chapter 7</p> <p>https://ncys.org/</p>		

<p>and skills are applied in the workplace and other settings.</p> <p>Standard 3a: Universal Foundation Skills</p> <p>Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace.</p>	<p>why. Identify the reasons sports participation is growing in some areas and failing in others. Do parent involvement have anything to do with this. Are there changes that need to be made and is so create a plan for a fictitious league of your own to grow the game of sport.</p>	<p>https://nypost.com/2023/08/08/mayor-adams-should-not-take-away-kids-sports-for-newly-arrived-migrants/</p> <p>https://www.sportsengine.com/</p> <p>https://nysonline.org/</p> <p>https://health.gov/our-work/nutrition-physical-activity/national-youth-sports-strategy/about-national-youth-sports-strategy</p>		
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Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace.	Unions & Collective Bargaining Management Accounting Pricing & Sales Operations Management Business Plan Math	population-in-leisure-and-sports/ https://injuryfacts.nsc.org/home-and-community/safety-topics/sports-and-recreational-injuries/ https://www.bls.gov/spo-tlight/2017/sports-and-exercise/home.htm		
New York State CDOS Standards: Standard 1: Career Development Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions. Standard 2: Integrated Learning Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings. Standard 3a: Universal Foundation Skills Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace.	Collegiate Sport Why are ethics necessary in business? How does one conduct themselves ethically in a business environment? Why are excellent research skills necessary in management? Identify the characteristics of a leader Identify the responsibilities of a collegiate athlete and the importance of an NIL deal. What are Business ethics and the elements of ethics Identify components of a sports contract	Textbook(s) Principles & Practice of Sport Management - 7th Edition, Lisa P. Masteralexis, Carol Barr and Mary Hums Chapter 8 https://www.si.com/college/gonzaga/basketball/what-will-college-sports-rivalries-look-like-with-conference-realignment https://www.ajc.com/sports/ken-sugiura-blog/in-1984-the-ncaa-dropped-the-ball-and-college-		

		sports-is-still-paying-the-price/4IW5EVUGWVCVXO3EHTM2Q3X4ZU/ https://www.seattletimes.com/opinion/a-win-for-the-college-sports-industrial-complex/ https://www.ncaa.com/		
<p>New York State CDO Standards:</p> <p>Standard 1: Career Development</p> <p>Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions.</p> <p>Standard 2: Integrated Learning</p> <p>Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings.</p> <p>Standard 3a: Universal Foundation Skills</p> <p>Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace.</p>	<p>Professional Sports</p> <p>What is the role of a marketing and financial plan for a professional event? How do economics influence decisions?</p> <p>Students will identify and understand the skills required to manage big league money Students will understand the impact of pricing on event revenue using economic principles of supply and demand. Identify major sources of revenue and how the impact on one source of revenue can impact another source of revenue Students will analyze and think critically in determining</p>	<p>Textbook(s)</p> <p>Principles & Practice of Sport Management - 7th Edition, Lisa P. Masteralexis, Carol Barr and Mary Hums</p> <p>Chapter 9</p> <p>Research within the big 4</p> <p>MLB</p> <p>NFL</p> <p>NHL</p> <p>NBA</p> <p>https://www.investopedia.com/financial-edge/0312/why-athletes-go-broke.aspx</p> <p>Netflix: Broke</p>		

	<p>the value and value added worth of a player</p> <p>Identify components of a business plan</p>			
<p>New York State CDOS Standards:</p> <p>Standard 1: Career Development</p> <p>Students will be knowledgeable about the world of work, explore career options, and relate personal skills, aptitudes, and abilities to future career decisions.</p> <p>Standard 2: Integrated Learning</p> <p>Students will demonstrate how academic knowledge and skills are applied in the workplace and other settings.</p> <p>Standard 3a: Universal Foundation Skills</p> <p>Students will demonstrate mastery of the foundation skills and competencies essential for success in the workplace.</p>	<p>Sports Agency</p> <p>Why are sports agents so important? Identify the components of a sports contract and the responsibilities of the agent.</p> <p>Students will be able to understand the job of a sports agent. What are their primary responsibilities and how ethics play a part in contract negotiations. We will look into past and present contracts to see how they have evolved.</p>	<p>Textbook(s)</p> <p>Principles & Practice of Sport Management - 7th Edition, Lisa P. Masteralexis, Carol Barr and Mary Hums</p> <p>Chapter 11</p> <p>Guest speaker</p> <p>https://www.forbes.com/lists/sports-agents/?sh=4f984cb04d35</p> <p>https://www.si.com/more-sports/2013/05/14/most-influential-sports-agents#gid=ci0255c6d4d00d2781&pid=tom-condon</p>		

		https://www.sportsmanagementworldwide.com/program/salaries		
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		https://www.syracuse.com/sports/2019/10/sportscaster-u-who-are-the-top-sports-broadcasters-from-syracuse-university.html https://www.sportsbroadcastjournal.com/syracuse-is-the-citadel-of-college-sports-and-broadcast-training-how-about-smaller-schools/		
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Student Learning Objectives

College of Hospitality, Sport and Tourism Management Program Learning Outcomes (PLOs)

1. Students will identify and apply the knowledge and skills necessary for hospitality, sport, and tourism operations.
2. Students will develop and integrate a core set of business skills necessary to successfully operate a hospitality, sport, and tourism organization.
3. Students will demonstrate competence in the communication skills necessary for hospitality, sport, and tourism management.
4. Students will formulate business decisions in hospitality, sport, and tourism management.
5. Students will evaluate leadership principles necessary in the diverse and global hospitality, sport, and tourism industry.

Assessments

Specific Course Objectives	Assessment Method	Connection to College Learning Outcomes
Define sport management and its role in society including its international significance.	Quizzes	1, 2, 3
Develop an appreciation for the historical, philosophical, and social perspectives in sport and recreation including, legal, ethical, and regulatory aspects of sport organizations.	Quizzes, discussion leads and final case study project	1,
Develop knowledge and understanding of the various segments of the sports and recreation industry, the unique issues in each and the management approach applicable to each.	Quizzes, discussion leads and final case study project, practicum hours	4
Describe the nature and scope of professional opportunities within the field and explain the functions performed by sport managers.	Quizzes, discussion leads and final case study project, practicum hours	4, 5
Demonstrate an understanding of various theories as they apply to the field of sport management.	Quizzes, discussion leads and final case study project	3

Critically evaluate major challenges confronting the industry.	Quizzes, discussion leads and final case study project	4,5
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Requirements of Course and Workload Information

Due Date	Assignments	Value
Weekly	11 Quizzes	20%
	Delaware North Concessions Practicum Experience	10%
Student Choice	Practicum hours in athletics (5 hours)	10%
	Final Group Project Presentation	25%
	Discussion Leads (12.5% each) College athletics Event Management/Facility Management	25%
Weekly	Attendance and Participation are Required for Each Class. We have a no non class technology policy for this class. Students seen using mobile phones or laptops for non-class use will not get points for attending that class	10%