

BSPM - SPORT MANAGEMENT (BSPM)

BSPM 7220 Sport Finance (3 Credits)

Analysis of the financial structure of sports organizations and activities. Specific review of professional sports leagues and teams, sports tours, minor leagues and college sports programs, as well as the financial management of private and public sports facilities. Issues relating to the various sources and uses of revenues and current controversies will be analyzed.

Prerequisites: (BMBA 9101 or BMBA 9113) and (BMBA 9102 or BMBA 9111) and (BMBA 9103 or BMBA 9112) and (BMBA 9104 or BMBA 9114)

BSPM 7401 Sport Law (3 Credits)

Examination of legal issues arising out of the areas of amateur and professional sport. Discussion of amateur sport includes the roles, rules and activities of the NCAA and questions involving amateurism, eligibility, sex discrimination and antitrust. Discussion of professional sport includes professional sport leagues, antitrust, labor relations, contractual questions and representation. Issues important in both areas will be discussed, including violence in sport, drug testing, tort issues, and sponsorships and endorsements.

Prerequisites: (BMBA 9101 or BMBA 9113) and (BMBA 9102 or BMBA 9111) and (BMBA 9103 or BMBA 9112) and (BMBA 9104 or BMBA 9114)

BSPM 7535 The Management of Sport Organizations (3 Credits)

The application of management concepts and theories to sport organizations and the sport industry. Includes issues of organizational design, public policy, human resources, labor relations and collective bargaining, ethical issues in sport and the globalization of the sport industry.

Prerequisites: (BMBA 9101 or BMBA 9113) and (BMBA 9102 or BMBA 9111) and (BMBA 9103 or BMBA 9112) and (BMBA 9104 or BMBA 9114)

BSPM 7536 Negotiation and Dispute Resolution in Sport (3 Credits)

This course links both the science and the art of negotiation, but it is more "art" than "art appreciation." It will give students the opportunity to identify their strengths and weaknesses as negotiators and to work on their relative weaknesses. More fundamentally, the course will provide both a conceptual framework to diagnose problems and promote agreement in a range of settings.

BSPM 7538 Intl Sport Management (3 Credits)

This course examines the management of sport in the global village. Examination of sport as a cultural phenomenon and a management challenge in differing political, social and economic systems will be undertaken. Prerequisite: BMBA 9111-9114. Offered: Irregularly.

BSPM 7539 Global Sport Facilities Mgmt (3 Credits)

This course examines the real-time history and operations of sport facilities in the U.S. and throughout the world, largely through the use of the World Wide Web. Course content includes the study of: planning and design, services management, marketing and public relations, concessions, event and operations management, maintenance, funding, administration and franchise interaction. Offered: Summer. 3 credits

BSPM 7591 Sport Management I (3 Credits)

Departmental approval required for registration. Offered: Fall, Spring, Summer.

BSPM 7592 Sport Management II (3 Credits)

Departmental approval required for registration. Offered: Fall, Spring, Summer.

BSPM 7597 Directed Research-Sport Management (1 Credit)

Departmental approval required for registration. Offered: Fall, Spring, Summer.

BSPM 7598 Directed Research-Sport Management (2 Credits)

Departmental approval required for registration. Offered: Fall, Spring, Summer.

BSPM 7599 Directed Research-Sport Management (3 Credits)

Departmental approval required for registration. Offered: Fall, Spring, Summer.

BSPM 7600 Directed Research (3 Credits)

BSPM 7607 Sport Marketing (3 Credits)

A strategic marketing examination of the sports industry. Sport events as marketing vehicles for corporations and brands, including licensing, merchandising, sponsorships and seasonal ticketing. The application of relationship marketing and database marketing to the sport industry.

Prerequisites: BMBA 9457