INTRODUCTION

In the last 10 years, many companies struggled to retain their financial footing; in general, this is not the case in the sport management sector. Players have signed record-setting contracts, valuations of teams have reached record highs and sporting goods and apparel companies have thrived. Is this success merely a coincidence? Most likely, not. Sport is universal: people love attending sporting matches, supporting their local teams and participating in sport themselves.

As the popularity of sport continues to grow, sport teams, organizations and suppliers are constantly seeking opportunities for expansion. As this is the case, there are more employment opportunities in the sport sector than ever before and it is essential to have a general understanding of the industry, key business theories and current opportunities so that qualified candidates can join this exclusive industry.

AIMS

This crash course is geared toward individuals who are interested in working in the sport industry, passionate about sport, and anyone who would simply like to know more about the business of sport. After completing this course, students will be equipped the basic knowledge of the sport management industry and will have learned how to apply traditional business theories to the field of sport management. Additionally, students that are interested in pursuing a job in the sport sector will be aware of opportunities which suit their professional aims, personal interests and region of residence.

METHODOLOGY

The class will be broken down into essentially two (2) main parts during every session. The first portion of each session will consist mainly of a lecture that will outline key sport business concepts. This lecture portion of the session will last approximately two hours. The remainder of class each day will consist of case studies or a guest speaker. Students will be expected to prepare for the second half of each class every day. Preparation might entail studying a case, reading a newspaper article and/or preparing questions for a guest speaker.

On Tuesday, Wednesday, Thursday and Friday, students will each give a 2 minute individual presentation at the beginning of class. As this class contains individuals from many different countries, the purpose of this presentation is to identify and present a current sport business issue from your country/region. I will give an example presentation on Monday which should serve as a guide.

Students will be required to prepare a presentation in small groups for Friday, which is in lieu of a final exam. Details regarding this presentation will be presented at the end of the session on Monday.

As one of the goals of this course is provide the most complete snapshot of the sport business industry, we will attempt to maximize our time together. Because of this, you will notice that the schedule is quite full and I ask that everyone do their best to prepare for class on a daily basis so no time is lost.
EVALUATION

Each participant will be evaluated according to the acquired knowledge on the subject and the quality and consistency of their participation.

The course will be weighted as follows:

40% - Participation
20% - Short Individual Presentation
40% - Final Group Presentation (20% individual & 20% group)

BIBLIOGRAPHY