



SPORT MANAGEMENT (2021-2022)

Francis J. Noonan School of Business

James Padilla, J.D., Dean

Please Note:

Students must get PRIOR written permission to transfer in credit once they have matriculated at Loras. Students wishing to take a summer school class on another campus must get written permission from the Dean of the School of Business or their designee BEFORE taking the class. If a student has taken courses on other campuses and then transfers to Loras the Dean of the School of Business or their designee may make a determination of those transfer credits.

Students should complete their major’s math requirement (L.MAT-115 or higher) by the end of their sophomore year.

Student Learning Outcomes – Sport Management	
1.	Demonstrate an understanding of social, psychological, and international foundations of sport.
2.	Demonstrate knowledge of the management of sport including operations, event, and governance.
3.	Critique sport management decisions using ethical justifications including Catholic Social Teachings.
4.	Demonstrate an understanding of sport marketing, sales, and sponsorship.
5.	Examine finance, accounting, economic, and data analytic practices in the sport industry.
6.	Demonstrate knowledge of the legal aspects of sport.

Requirements for the major in Sport Management (B.A.):

A student must be accepted into the major via an application and interview process and a student must earn a C or higher in all SMG-prefix courses to graduate.

Req	Course	Cr's
1	L.MAT-115: Statistics-FM, QR or higher	4
2	L.ACC-227: Managerial Accounting	3
3	L.BUS-230: Principles of Management	3
4	L.BUS-350: Managerial Finance	3
5	L.SMG-150: Introduction to Sport Management	3
6	L.SMG-240: Sport & Society	3
7	L.SMG-290: Sport Governance	3
8	L.SMG-345: Sport Facility & Event Management	3
9	L.SMG-367: Sport Law	3
10	L.SMG-422: Sport Sales & Sponsorship	3
11	L.SMG-450: Sport Finance & Revenue Management	3
12	L.SMG-468: Sport Marketing & Promotions	3
13	L.SMG-492: Level 3 Pre-Prof. Field Exp. in Sport Management-IN	6 to 12

Select one from Req 14		
14	L.ECO-221: Principles of Microeconomics-QR	3
14	L.ECO-222: Principles of Macroeconomics-QR	3
Select one from Req 15		
15	L.BUS-331: Organizational Behavior	3
15	L.BUS-335: Human Resource Management	3
Select six credits from Req 16		
16	L.BAN-210: Essentials of Analytics	3
16	L.BUS-250: Business Statistics	3
16	L.COM-330: Business Speaking & Writing	3
16	L.ECO-221: Principles of Microeconomics-QR	3
16	L.ECO-222: Principles of Macroeconomics-QR	3
16	L.SMG-225: Sport Business	3
16	L.SMG-294: Sport Management Level 2 Internship	3-4
55-62 total required credits		

2021-2022 SPORT MANAGEMENT COURSES:

L.SMG-150: Introduction to Sport Management

This course introduces students to the requisite skills, dispositions, content knowledge bases, application of human dignity principles, and current issues necessary to succeed in the sport business industry. The course serves as an introduction to subsequent courses in the sport management major and to the industry-related skills of budgeting, sales, scheduling, and working in groups. Approved for all terms. 3 credits.

L.SMG-225: Sports Business

This course will study and critique current issues surrounding sport, business, and capitalism through the lens of Catholic and secular teachings. An emphasis will be placed on how sports companies attempt to integrate their mission statements into their daily operations and decisions that impact the bottom line. Students will travel to a Midwestern city to visit with sport management professionals at multiple entities. Prerequisite: L.SMG 150 or instructor consent. 3 credits. January term.

L.SMG-240: Sport & Society

An introduction into the relationships between sports, culture, and society. This course will examine the institution of sport using sociological theory to investigate the complex interaction between sport and society. Through the exploration of controversies within the realm of sport, students will gain insight into the purpose, meaning, and influence of sport in our culture. Students will examine the ways in which the prejudice and cultural trends of society are reflected within, and influence participation in, sport. Prerequisite: L.KIN-101 or L.SMG-150. 3 credits.

L.SMG-270: Ethics in Sports-VX

Examination of the basic ethical principles and theories employed in the consideration of any moral issue and application to various moral dilemmas in the areas of sports and athletics, including gender equity, racial equity, competition and winning, academics and eligibility, sportsmanship, violence, performance-enhancing drugs, recreational drugs, commercialization in sport, amateurism and professionalism, and professional codes of ethics. Prerequisites: L.LIB-100, L.LIB-105, L.LIB-110, and one course from L.LIB-130, L.LIB-135, or L.LIB-220. 3 credits.

L.SMG-280: Women in Sport-AI, EI

Throughout history, women have "dared to compete" in sport. This course will examine the relationship between female athletes, sport, and community. A historical perspective of the origin and advancement of sport for women as

influenced by religious, economic, political, cultural and ideological communities will be used to analyze the changing role of women. The interaction between women and socio-cultural communities in relation to sport participation will be examined, as exemplified, for example, in the struggle by women for involvement in the Olympics. Prerequisites for the AI course: L.LIB-100, L.LIB-105, L.LIB-110, and one course from L.LIB-130, L.LIB-135, or L.LIB-220. 3 credits.

L.SMG-290: Sport Governance

This course examines the theoretical concepts of governance, organizational structure, policy development and the functions and purposes of governing bodies in sport at the high school, collegiate, professional and amateur levels. Emphasis will include the control the powers each agency has assumed and how the power is derived, the advantages and disadvantages of membership within such agencies, and the current legislative issues within these agencies. 3 credits.

L.SMG-294: Level-Two Internship in Sport Management

This is a three-credit experience providing students the practical opportunity to apply and enhance what they have learned in the classroom. Fifty hours at a sport management site must be completed for each academic credit awarded. The experience is structured around learning goals and overseen by a site supervisor and Loras faculty member. Prerequisites: L.SMG-240; Restrictions: Minimum of 2.000 grade point average. Not open to first year students. 3 credits.

L.SMG-345: Sport Facility & Event Management

This study travel course will focus on sport facility management with a special emphasis on organizing events and mitigating associated risks. Topics include planning and producing an event, facility operations, financing facilities, legal aspects, crowd and emergency management, risk management, and the application of the Americans with Disability Act to sport facility and event management. Students will critically examine sport and event stadiums and arenas, interview facility operators, and evaluate stadium and arena risk management plans. Not open to first year students. Prerequisite: L. SMG-240. 3 credits. January term.

L.SMG-367: Sport Law

This course is designed to provide students the requisite knowledge of legal issues in the sporting industry. Topics include negligence, liability, risk management, waivers, federal legislation, contract law, employment law, anti-trust legislation, labor law, and intellectual property. Case studies are used to help students apply the material. Prerequisite: L.SMG240. 3 credits.

L.SMG-422: Sport Sales & Sponsorship

Processes of successful selling and negotiating within the sport-business climate. Study of the development, implementation, and evaluation of the sport sponsorship proposal and analysis of the interaction between sport organizations and sponsorship partners. Prerequisite: L.SMG-240. 3 credits.

L.SMG-450: Sport Finance & Revenue Management

This course provides an overview of the financing of the sport organization with coverage of public sector funding, funding through sport revenue, and funding through external sources. Prerequisite: L.SMG-150 and junior standing. 3 credits.

L.SMG-468: Sport Marketing & Promotions

This course is designed to assist students in creating and critiquing marketing, promotion and public relation efforts specific to sport. Emphasis will be placed on the five "p's" of sport marketing: price, promotion, product, place and public relations. This course includes hands-on experience with market research and case studies to help students apply the material. Prerequisite: L.SMG-150 and junior standing. 3 credits.

L.SMG-492: Level-Three Pre-Professional Field Experience in Sport Management-IN

This experiential course is designed for students who are in the advanced stages of completing the coursework required for their major. This experience provides sport management majors a culminating opportunity to apply

and enhance what they have learned in the classroom. Students must complete 50 hours at a sport management site, arranged by the student and approved by the sport management program coordinator, per academic credit. The experience is structured around learning goals and overseen by a site supervisor and a Loras College faculty member. Prerequisites: completion of at least nine (9) credits of L.SMG coursework. Restrictions: Open to sport management majors who have Junior or Senior standing and have at least a 2.000 cumulative GPA. 9 credits.