

SPORT MANAGEMENT

Not all courses are offered every semester. Refer to the schedule of courses for each term's specific offerings.

More Info (<https://one.ufl.edu/soc/>)

Unless otherwise indicated in the course description, all courses at the University of Florida are taught in English, with the exception of specific foreign language courses.

Department Information

The Department of Sport Management (SPM) studies the impact of professional and amateur sports on the personal, social, economic, environmental, and resource infrastructures of society. SPM's goal is to improve the overall quality of life by learning and teaching what leads individuals, families, and industry to value and benefit from sports.

Website (<http://hhp.ufl.edu/about/departments/spm/>)

CONTACT

Email (SPMundergrad@hhp.ufl.edu) | 352.392.4042 (tel) | 352.392.7588 (fax)

P.O. Box 118208

GAINESVILLE FL 32611-8208

Curriculum

- Combination Degrees
- Sport Management
- Sport Management Certificate
- Sport Management UF Online

Courses

HLP 4933 Variable International Topics 1-6 Credits

Grading Scheme: Letter Grade

Provides the opportunity to study in a wide range of cultural settings.

LEI 3921 Field Experience in TRSM 3 Credits

Grading Scheme: Letter Grade

Practical field experience in leisure service delivery. Students apply skill and knowledge as volunteers where they utilize leadership and management skills to enhance participant involvement and agency operations. In addition, the student prepares a resume, investigates agencies as potential intern sites and submits the appropriate forms for approval of an internship site.

Prerequisite: department permission.

LEI 4880 Research Methods in Tourism, Recreation and Sport Management 3 Credits

Grading Scheme: Letter Grade

Introductory course providing a broad understanding of measurement and evaluation in recreation, sports, events, tourism and hospitality; introduces diverse aspects of research, from setting the theoretical background to evaluating the results of analyses.

Prerequisite: (LEI 2181 or SPM 2000) and STA 2023.

PET 4262 Sport Career Transitions 3 Credits

Grading Scheme: Letter Grade

Provides an in-depth understanding and appreciation of the transition to life after sport. Also introduces the fundamentals of the sport career transition and athletic identity as well as to the common difficulties athletes experience in adjusting to life after sport.

Prerequisite: Junior standing.

PET 4948C Practicum in Exercise and Sport Sciences 1-5 Credits

Grading Scheme: Letter Grade

Practical experience in such specialty areas as adult fitness programs, health clubs, exercise testing laboratories, clinical laboratories and athletic training rooms. May include senior thesis with oral defense.

Prerequisite: department chair permission.

SPM 2000 Introduction to Sport Management 3 Credits

Grading Scheme: Letter Grade

Introduces management, marketing, financial and legal principles regarding sport facilities, events and organizations within interscholastic, intercollegiate, professional and international sport industries. The conduct of amateur and professional sport programs.

SPM 2060 Sport Career Preparation 1 Credit

Grading Scheme: Letter Grade

Introduce students to sport career tracts, as well as provide students resources to explore option areas where they personally connect with leaders and pursue industry related field experiences. Students will become familiar with building a professional brand, showcasing relevant skills and experiences, and potential career paths to be considered in the field of Sport Management.

Prerequisite: Sport Management major of sophomore standing or higher.

SPM 3012 Social Issues in Sport 3 Credits

Grading Scheme: Letter Grade

Societal implications of sport in history and heritage, youth programs, collegiate and professional situations and the involvement of minority groups, women, business and industry.

Prerequisite: sophomore standing or instructor permission.

Attributes: Satisfies 6000 Words of Writing Requirement

SPM 3025 Diversity and Inclusion in Sport Organizations 3 Credits

Grading Scheme: Letter Grade

Examines the role and impact that ethnicity, race, gender, age, physical and mental ability, class, and sexual orientation have had on sport. Provides an opportunity to develop an understanding and appreciation for diversity in sport.

Prerequisite: SPM 2000 and sophomore standing.

Attributes: General Education - Diversity, General Education - Social Science

SPM 3109 Sport Event Management 3 Credits

Grading Scheme: Letter Grade

This course introduces students to the fundamentals of project management and its application to sport events. Project management is a strategic and systematic approach to managing sports as projects. Students will apply the five phases of the project-management lifecycle to a multitude of sport events.

Prerequisite: SPM 2000 and sophomore standing.

SPM 3204 Ethical Issues in Sport 3 Credits

Grading Scheme: Letter Grade

Review and study of ethical issues that affect sport.

SPM 3306 Sport Marketing 3 Credits

Grading Scheme: Letter Grade

Key marketing concepts and strategies in sports referent to sport consumer behavior and implications for marketing. Analyzes marketing cases to solve marketing-related problems and to help students prepare and evaluate a comprehensive marketing plan.

Prerequisite: MAR 3023 and SPM 2000 with minimum grades of C.

SPM 3403 Sport Information Management 3 Credits

Grading Scheme: Letter Grade

Instruction, Analysis, and Training in the Principles and Practice of Sport Information Management in Sports Organizations. Emphasizes Skills Essential for Sports Management Professionals, Including Handling Media Interactions Across Platforms, Problems, Crises, and Integration of Positive Communications Strategies With Strategic Goals of Sports Organizations.

Prerequisite: sophomore standing or instructor permission.

SPM 4104 Sport Operations and Facility Management 3 Credits

Grading Scheme: Letter Grade

Planning and management of sport facilities.

Prerequisite: Sport Management major of junior standing or higher.

SPM 4154 Managing Organizations in Sport 3 Credits

Grading Scheme: Letter Grade

Managerial principles and techniques are discussed applicable to a multitude of sport organizations. It addresses the four functions of management, strategy, organizational structure, resource management, and leadership theories.

Prerequisite: MAN 3025 and SPM 2000 with minimum grades of C.

SPM 4510 Revenue Generation in Sport 3 Credits

Grading Scheme: Letter Grade

This course is designed to explore revenue generation in sport. Students will learn foundational sales concepts, including the sales process. Then, students will explore the role of corporate partnership in sport, and the application of the sales process as it relates to developing solutions to achieving partner organization objectives. Students will also explore fundraising, specifically in the context of collegiate athletics and community sport, with a focus on cultivation strategies.

Prerequisite: SPM 2000 and Sport Management major of junior standing or higher.

SPM 4515 Sport Business and Finance 3 Credits

Grading Scheme: Letter Grade

Financial expense categories and sources of revenue for sport organizations. Determines and calculates facility revenues and non-facility revenues. Develops potential solutions for improving revenue sources to increase revenue and decrease costs while maintaining a viable product.

Prerequisite: SPM 2000.

SPM 4723 Legal Issues in Sport 3 Credits

Grading Scheme: Letter Grade

Legal structures, major laws, regulations and case precedents that establish legal responsibilities, rights, privileges, and controls related to sport management.

Prerequisite: SPM 2000 and Sport Management major of junior standing or higher.

SPM 4724 Risk Management in Live Entertainment and Sports 3 Credits

Grading Scheme: Letter Grade

Analyze risk management considerations including safety, security, business continuity, legal, and regulatory issues impacting the live entertainment industry. Focuses on new and existing assembly occupancies (both indoor and outdoor) accommodating 250 patrons or more with an emphasis on occupancy in excess of 6000 (large-scale).

Prerequisite: Sophomore standing or higher and SPM 2000.

SPM 4725 Advanced Legal Aspects in Live Entertainment and Sports 3 Credits

Grading Scheme: Letter Grade

Concentrates on the legal aspects of the live entertainment and sports industry to provide a basic understanding of intellectual property, torts, and negligent acts. The goal is to avoid or reduce the probability of legal liabilities in the live entertainment and sports industry.

Prerequisite: SPM 2000 and junior standing.

SPM 4905 Variable Topics in Sport Management 1-3 Credits

Grading Scheme: Letter Grade

Offered upon request to meet special interests that not adequately provided in other courses.

Prerequisite: department permission.

SPM 4912 Undergraduate Supervised Research 0-5 Credits

Grading Scheme: S/U

Provides an opportunity for involvement in supervised research experiences. "Research" is operationally defined here as mentored but self-directed work that enables individual students or a small group of students to explore an issue of interest and to communicate the results to others.

Prerequisite: Sports Management majors.

SPM 4940 Advanced Career Preparation 2 Credits

Grading Scheme: Letter Grade

Provides students with the opportunity to gain additional practical experience within sport management agency. Students will be able to apply their skills and knowledge as an agency volunteer in their chosen option area. Students will examine personal strengths, leadership and management skills and then assess internship avenues and career options.

Prerequisite: SPM 2000 and SPM 2060.

SPM 4941C Internship in Sport Management 1-15 Credits

Grading Scheme: S/U

Internship with a public or private enterprise in sport management. (S-U)

SPM 4948 Practicum in Sport Management 1-3 Credits

Grading Scheme: S/U

Practical experience in sport management. May include a senior thesis with oral defense.

Prerequisite: department permission.
