Sport/Ent/Event Mgmt (SEE) Courses

SEE1001 Introduction to the Sports, Entertainment and Event Management Industry
This course introduces students to the sports, entertainment and event management field. Emphasis is on the historical development, organizational structure, use of technology and career opportunities that exist within the industry. Operational issues related to the management of events and facilities such as arenas, convention centers and stadiums are also discussed. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence
4.5 Quarter Credit Hours

SEE1010 Sports, Entertainment, Event — Management First Year Student Seminar
This course is designed to provide first year and transfer students in the Sports, Entertainment, Event — Management program educational experiences and information about university resources and academic tools available to them that support academic success at JWU. The seminar explores career opportunities as well as topics that focus on university departments and systems, academic resources, and tools and programs that support a successful transition to college life.
Prerequisite(s): Corequisite: SEE1001. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence
2.25 Quarter Credit Hours

SEE2005 The Business of Sports
This course explores the business of sports. Focus is on acquiring knowledge pertaining to sports events, legal and ethical aspects of sport, sport venues, and sport economics. Course content focuses on the comprehensive nature of professional and amateur sports.
Prerequisite(s): FSM1001 or FSM3001 or HOSP1001 or MGG1000 or MGMT1001 or SEE1001. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence
4.5 Quarter Credit Hours

SEE2015 Leadership in Recreation/Leisure Settings
This course explores leadership qualities, styles and group dynamics. Students examine a selection of program activities and guidelines for presenting and developing them effectively. Focus is on developing, leading and evaluating activities based on varying participant requirements. Aspects of group facilitation, activity sequencing and debriefing are discussed. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

SEE2020 The Business of Event Management
This course introduces students to the methods utilized in researching, planning, organizing and delivering sustainable major events. The roles of global events in sub-fields such as sports, tourism, entertainment, celebrations, civic and hallmark events are also explored.
Prerequisite(s): FSM1001 or FSM3001 or HOSP1001 or MGG1000 or MGMT1001 or SEE1001. (HY) (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

SEE2025 Rules of Golf
The course reviews the rules of golf in detail. Students develop a clear understanding of how to navigate the rule book by studying The Rules of Golf and the Decisions on the Rules of Golf. Emphasis is placed on practical hands-on application of the rules and the decisions on the golf course. Proper course set up and marking a golf course for an official USGA event is also discussed.
This course prepares students to take the USGA Rules exam.
Offered at North Miami
1.5 Quarter Credit Hours

SEE2030 The Business of the Entertainment Industry
This course is designed to provide students with core knowledge of the diverse and dynamic entertainment industry. Topics include the historical development of the entertainment industry, current trends and industry regulations, theater and the arts, music, cinema, sports entertainment, television, and alternative entertainment. Issues related to industry best practices, effective artist/performer management and entertainment event production are also discussed.
Prerequisite(s): FSM1001 or FSM3001 or HOSP1001 or MCST1010 or MGG1000 or MGMT1001 or SEE1001. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

SEE2040 Outdoor Recreation Planning
This course provides an introduction to the concept of outdoor recreation, outdoor recreation planning and the specific use of our environment for recreation by individuals, private agencies and government agencies. The study of federal programs including the National Park Service is an integral part of this course.
Offered at Charlotte, Denver, North Miami, Providence, Providence CE
4.5 Quarter Credit Hours

SEE2055 Intro to Teaching Golf
The purpose of this course is to introduce the student to the art of teaching the game of golf from the basic terminology used in the industry to the biophysics used in the motion of the golf swing. Club selection, shot types and course management is also discussed.
Offered at North Miami
3 Quarter Credit Hours

SEE2070 The Gaming Industry
This introductory course is designed to familiarize students with the many facets of the gaming industry. Students gain an understanding of the development of the gaming industry in the United States and a comprehension of the primary forms of gambling. This course delves into the current gaming environment in the United States and researches international gaming destinations. Students are introduced to a variety of career opportunities within the industry. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

SEE2120 Introduction to the Music Industry
In this survey style course, students explore the sectors of the music industry including artist management, concert production, recorded music, copyright, performing rights organizations, songwriting, music publishing, merchandise, audio production and radio. Whilst interpreting the historical underpinnings of the music industry, students evaluate the current industry landscape. Course activities include the analysis, interpretation and creation of legal documents, financial statements and marketing materials with a focus on the practice of industry-standard communication and exploration of career opportunities.
Prerequisite(s): Sophomore status.
Offered at North Miami
4.5 Quarter Credit Hours

SEE2150 Safety, Security and Risk Management in the SEEM Industry
This course provides the opportunity for students to gain an understanding regarding specific risk management, risk operation, risk assessment, planning and evaluative techniques used by professionals within the sports, entertainment, event and venue management field. Students acquire knowledge on how to manage, reduce and transfer risks to provide a safe and secure environment in venues for events. Students also gain fundamental knowledge of assessing risk operations and understanding liabilities of conducting an event in a venue. Students have the optional opportunity to take part in the Trained Crowd Manager Certification through the International Association of Venue Managers (IAVM) for an additional cost.
Prerequisite(s): MGMT1001 or SEE1001. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence
4.5 Quarter Credit Hours
SEE3008 Ancillary Services and Revenue Management in the Sports, Entertainment and Event Industry
This course explores the business dynamics of ancillary services and revenue management in the sports, entertainment and event industry. Emphasis is on the current procedures and standards for managing concessions, catering, retail operations, effective techniques for responsible alcoholic beverage service, and cost control procedures. Students focus on the manager's role in delivering multiple levels of service in an effective manner. Students obtain a certification in effective alcohol management.
Prerequisite(s): (FISV2000 or FISV2010, FSM2110 or SEE2020) or (SEE2010, SEE2020, SEE2030). (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence
4.5 Quarter Credit Hours

SEE3010 Ticketing Methods and Data Analysis in Sports, Entertainment and Event Management
This course explores the many facets of ticketing and access management within the sports, entertainment and event industry. Content includes ticketing operations, configurations, coding, pricing and analytics. Emphasis is on utilizing the ticketing process to gather information about consumers before, during and after the event. Students also explore the management, marketing and promotional efforts behind the sale of tickets, along with technology used to administer ticketing and box office inventory control systems.
Prerequisite(s): SEE3008. (HY) (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence
4.5 Quarter Credit Hours

SEE3020 Professional Sports Management
This course focuses on the management and issues related to professional sports enterprises. Emphasis is placed on the theoretical foundations of professional sports and the application of management principles in the industry. (HY) (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence
4.5 Quarter Credit Hours

SEE3030 Athletic Coaching and Administration
This course focuses on understanding basic coaching/administrative principles and philosophies for sports and athletics. It emphasizes the interscholastic and intercollegiate experiences. Students explore a wide range of topics related to the current issues and trends in athletic coaching and administration.
Prerequisite(s): LEAD1010. (HY) (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence
4.5 Quarter Credit Hours

SEE3041 Special Event Protocol
Students in this course examine the specifics of social and professional business etiquette and the event protocol. Official protocol and the order of precedence for governmental, military and social organizations are investigated as well. The unique challenges presented by official ceremonial events such as state dinners, flag ceremonies, inaugurations, dedications, graduations, parades, state and military funerals, and memorial services, etc. are discussed, and students formulate effective strategies for managing such events.
Prerequisite(s): SEE2020 or HOSP2011 or FSM3001. (HY) (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

SEE3042 Weddings & Ceremonies
This course examines the unique aspects of planning and executing various ceremonial events such as weddings (traditional and nontraditional), bar/bat mitzvahs, quinceanera parties, debutante balls, anniversaries and civilian funerals. Special emphasis is on adapting the traditional event cycle to the challenges presented by these special life-cycle events and the numerous ethnic and religious traditions associated with them. Industry best practices for custom event design including decor, entertainment, catering and budgeting are explored. In addition, strategies for attracting, managing and retaining clients are discussed.
Prerequisite(s): SEE2020 or HOSP2011 or FSM3001. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

SEE3045 New Media Literacy in Sports, Entertainment and Event Management
This course develops the skills necessary to proactively interact with mass communication within the sports, entertainment and event industry. Emphasis is on the ethical responsibilities of a spokesperson and the experience needed to communicate to the media in a variety of situations, including the development and creation of a press conference and communicating the brand and image to the consumer base.
Prerequisite(s): ENG1021 or ENG1027, ENG1030. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

SEE3055 International Special Event Management
This upper-level course, taught only on a campus outside of the United States during a term abroad program, focuses on the development, planning and management of international special events. Emphasis is on research and development, site selection, social and cultural issues, marketing and sponsorship, and human resource management. In addition, the challenges presented by producing an event in a non-domestic venue are explored in detail.
Prerequisite(s): SEE2020, must be accepted in Study Abroad program.
Offered at Charlotte, Denver, North Miami, Providence, Providence CE
9 Quarter Credit Hours

SEE3060 Concert and Event Production
This course focuses on event and concert tour production. Emphasis is on managing a show on stage, back stage and on the road. In addition, tools for set building, lighting, sculpting sound with microphones and mixers, reviewing basic electrical formula, performance contracts, technical riders and a production checklist are explored.
Prerequisite(s): MCST2010 or SEE2030. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

SEE3065 Fundamentals of Fundraising and Philanthropy
This course is designed to explore the role fundraising and philanthropy can play in the success of the nonprofit and voluntary sectors of industry. Focus is on acquiring a sound knowledge base pertaining to sponsorship opportunities, grants, campaigns (capital and annual), planned giving and corporate partnerships. In particular, the course addresses the most effective strategies for leveraging such affiliations so that organizations achieve their funding goals.
Prerequisite(s): ENTR2030 or HOSP2011 or SEE2020. (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

SEE3075 Golf Club Design & Repair
The purpose of this course is to introduce the student to the art of golf club design and repair. Focus is on the technology and techniques involved, the correct processes by which clubs are properly designed and repaired, and the equipment currently available to custom design and repair in today's industry. Custom design and repair lab setup as well as the establishment of a successful design and repair business are also discussed.
Offered at North Miami
4.5 Quarter Credit Hours

SEE3080 Golf Operations Management
This course introduces students to the role of management in golf facilities operations. The focus is on the administration of course procedures, tee times and retail space. Pro shop operations and the impact on customer and player relations is analyzed. Player performance analysis and instructional methodology is also discussed.
Prerequisite(s): MKRT1001.
Offered at North Miami
4.5 Quarter Credit Hours

SEE3085 Turfgrass Management
The purpose of this course is to introduce the student to the management of golf course turfgrass and landscaping. The focus is on the ecology of turf, maintenance operations, irrigation and the equipment necessary for course care. Pest and weed control management, chemical handling and the environmental impact of golf is also discussed.
Prerequisite(s): Junior status.
Offered at North Miami
4.5 Quarter Credit Hours
SEE309S Tournament Management
The course provides an overview of tournament management. Students establish, facilitate, design and operate a tournament. Emphasis is placed on the student's ability to operate a successful tournament for a variety of events. Tournament types, tournament marketing and sponsorship, and risk management are also discussed.
Prerequisite(s): Sophomore status.
Offered at Denver, North Miami, Providence
4.5 Quarter Credit Hours

SEE3150 Television and Movie Production Management
Students examine the creative, organizational and managerial processes involved in the development, creation and promotion of film, television and other forms of visual media. Emphasis is on legal issues and agreements, scheduling, budgeting and all aspects of production management.
Prerequisite(s): SEE2030.
Offered at Charlotte, Denver, North Miami, Providence
4.5 Quarter Credit Hours

SEE3160 Sponsorship, Sales and Relationship Management
This course explores the procedures and tactics necessary to define, target, attract, secure and retain corporate sponsors within the global sports, entertainment and event industry, including festivals, conventions, expositions, sporting events, concerts and not-for-profit (charitable) events. Students demonstrate effective sales strategies within the sports, entertainment and event industry and analyze the impact of relationship management. An experiential learning project is incorporated into this course.
Prerequisite(s): Junior status. (HY) (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence
4.5 Quarter Credit Hours

SEE3170 International Exhibitions & Events
This course is designed to give students practical experience in developing a trade show or exhibition with special emphasis on pre-planning, budget preparation, advertising and/or public relations and exhibit setup, including exhibit registration, booth accommodations and assignments, draping, audio/visual, programming and wrap-up. This course also has an experiential learning component.
Prerequisite(s): Junior status. (HY) (OL)
Offered at Charlotte, Denver, North Miami, Providence
4.5 Quarter Credit Hours

SEE3850 Negotiations and Agreements in Hospitality, Sports, Entertainment and Event Management
This course explores the theory and practice of negotiations within the sports, entertainment, event, hotel, tourism and food service industries. Topics include discussion and presentation of the skills necessary to be a successful negotiator of agreements and contracts within the hospitality industry domestically and internationally. This course also explores labor relations and articulates the union/management negotiation process, including collective bargaining.
Prerequisite(s): LAW2001 or LAW2010. (HY) (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence, Providence CE
4.5 Quarter Credit Hours

SEE4060 Sports/Entertainment/Event Management Seminar
This senior-level course is designed to provide insight into the policy formulation and strategic management of recreation/leisure and sports/entertainment/event services. Utilizing case studies, realism is introduced into the classroom, improving the critical thinking and decision-making abilities of the student.
Prerequisite(s): Senior status. (HY) (OL)
Offered at Charlotte, Denver, North Miami, Online, Providence
4.5 Quarter Credit Hours

SEE4110 Advanced Special Event Management
This advanced event course is designed to explore the complex area of event management. This class analyzes large scale events and the impact on a global media audience and their social and cultural impact. The course provides students with a basis for using research as a tool to organize and plan a special events project. This class works toward the understanding of practicing and executing the elements of successful project management and logistics. This is a project based course and requires the execution of an event.
Prerequisite(s): SEE1001, SEE2020, junior status.
Offered at Charlotte, Denver, North Miami, Providence
4.5 Quarter Credit Hours

SEE6000 Event Leadership and Planning
This advanced course enables students to gain competence in the event management and planning process. Topics include research, design, planning, coordinating and evaluating events. Students gain knowledge of different event management models used by event leaders. Students also have the opportunity to assess the legal, ethical and risk management issues involved in the event management profession.
Prerequisite(s): Completion of required foundation courses. (HY) (OL)
Offered at Denver, North Miami, Online, Providence
3 Semester Credits

SEE6020 Event Operations & Risk Management
This advanced course enables students to gain competence in the specific risk management, risk operations, risk assessment, planning and evaluative techniques used by professional event leaders to mitigate risk proactively. Students gain knowledge in risk management, risk operations, risk assessment, avoidance, planning and control of risk associated with events, and explore methods for eliminating, reducing and transferring these risks to improve the successful outcomes of their events. Students gain proficiency in assessing risk operations, understanding the liabilities of conducting an event, contract law, contractual responsibilities in planning and implementing an event, either for one's own organization, or acting as an agent on a fee-for-service basis.
Prerequisite(s): Completion of required foundation courses. (HY) (OL)
Offered at Denver, North Miami, Online, Providence
3 Semester Credits