

Sport Management (SPM) Courses

SPM1001 Introduction to Sport Management

This course introduces students to the sports management industry. Emphasis is on the historical development, organizational structure, use of segments of the sports industry, and career opportunities that exist within the sports management industry. The course is also designed to provide first-year and transfer students in the Sports Management program with educational experiences and information about university resources and academic tools available to them that will help support academic success at JWU. Offered at Charlotte, Online, Providence
3 Semester Credits

SPM1020 Managing Sport Events

This course is designed to familiarize students with principles and practices related to effective sport event management. The coursework approaches sport event management from a practical standpoint, integrating theory to support suggestions for practice while students move through the entire process of organizing sport events, from event conception through post event evaluation. Offered at Charlotte, Online, Providence
3 Semester Credits

SPM1040 Principles of Sport Management

This course provides a comprehensive overview of management topics with an in-depth focus on how to manage sport organizations. Thorough coverage of the principles of management concepts, combined with robust sport applications and exercises, develop sport management skills which students can use in both their personal and professional lives. Prerequisite(s): SPM1001 (or concurrent). Offered at Charlotte, Online, Providence
3 Semester Credits

SPM2012 Intercollegiate, Amateur and Olympic Sports

This course explores the history, business, structure, philosophy, and issues/trends of intercollegiate, amateur and Olympic sports. Focus is on acquiring knowledge pertaining to events, legal and ethical aspects, current trends/issues, venues, and economics of intercollegiate, amateur and Olympic sports. Course content focuses on the comprehensive nature of intercollegiate, amateur, youth, recreational, interscholastic and Olympic sports. Prerequisite(s): Sophomore status. Offered at Charlotte, Online, Providence
3 Semester Credits

SPM2220 Professional Sport 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. Prerequisite(s): Sophomore status. Offered at Charlotte, Online, Providence
3 Semester Credits

SPM3002 Economics and Finance of Sport

Economics and financial markets impact all areas of sport. Students explore the relationships that exist between economics and the business aspects of sport. Topics include attendance and attendance modeling, salary structure and salary caps, and financing stadia. The course also investigates private-versus-public financing of sports teams and venues. Prerequisite(s): Junior status. Offered at Charlotte, Online, Providence
3 Semester Credits

SPM3031 Sport Compliance, Governance and Regulation

This course explores the myriad of rules and regulations in sport, and how the role of compliance affects sport organizations. Students learn how sport industry professionals help shape, react to, and operate under the regulatory structures of various sport organizations. Emphasis is placed on investigation of NCAA and North American professional sport organizations. Prerequisite(s): LAW2001 or LAW2005. Offered at Charlotte, Online, Providence
3 Semester Credits

SPM3040 Global Perspectives of Sport

Sports extend beyond the United States and national boundaries. This course explores sport from a global perspective by examining various national sport cultures. Students investigate sport participation from around the globe from business, societal and economic perspectives. Other international sporting events and venues are explored. Prerequisite(s): Junior status. Offered at Charlotte, Online, Providence
3 Semester Credits

SPM3050 Managing Sport Organizations

This course introduces students to the theory and practice of managing sports organizations. Students examine a range of strategic human resource management approaches that can be used by sports organizations to respond to contemporary challenges and to develop a sustainable performance culture. Prerequisite(s): Sophomore status. Offered at Charlotte, Online, Providence
3 Semester Credits

SPM4010 Sport Marketing & Analytics

This course exposes students to marketing concepts relating to the sports industry. It addresses various products, consumer markets, strategic market analysis and valuation within the sports industry. The course also looks at the use of analytics for the purposes of marketing and sales in the sports industry. Prerequisite(s): Junior status. Offered at Charlotte, Online, Providence
3 Semester Credits

SPM4030 Sport in Contemporary Society

Sports are integrated into society, consumed by spectators and participants around the world. How did sports become so important? This course examines the cultural, social, political, philosophical and psychological aspects of sport history. Students identify, examine and evaluate the role of sport in contemporary society. Prerequisite(s): Junior status. Offered at Charlotte, Online, Providence
3 Semester Credits

SPM4060 Innovative Leadership in Sport

This senior-level capstone course is designed to equip students with contemporary, ethical and innovative leadership strategies in sport. Students gain insight into a variety of leadership styles and competencies that will aid in positioning themselves to assume leadership roles in the sport industry. Students gain a comprehensive understanding of strategies to improve leadership aptitude, including creative problem solving, communicating effectively, managing conflict, inspiring collaboration and teamwork, and shepherding the development of sport organizations. Prerequisite(s): Senior status. Offered at Charlotte, Online, Providence
3 Semester Credits