

SPORTS AND ENTERTAINMENT (SPTE)

SPTE 590 Special Topics in Sport and Entertainment 3 Credits
Grade Mode: Standard Letter, Audit/Non Audit

This course investigates special topics pertinent to the sport and entertainment management industry, and specifically examines in detail the concept of mega-event sport tourism. It examines mega-event sport tourism from both the sport and entertainment and hospitality and tourism sectors; including management of the Olympic Games, theories that may explain willingness to support the Olympic Games as a sport tourism mega-event and impacts of sport tourism mega-events in a geopolitical arena.

SPTE 612 Sport Governance 3 Credits
Grade Mode: Standard Letter, Audit/Non Audit

This course is designed to examine how sport organizations operate, emphasizing, however, on how sport organizations are expected to operate. This more normative approach is facilitated by references to principles of good governance, i.e., transparency, accountability, democracy and social responsibility. The student will learn about the main theoretical approaches underpinning governance, as well as the main governance challenges facing the sport sector, including the impact poor governance and lack of accountability can have on different types of sport organizations.

SPTE 640 Venue Management: Principles and Practices 3 Credits
Grade Mode: Standard Letter, Audit/Non Audit

The course examines the principles and practices associated with managing a public assembly venue (PAV) and the nature of the PAV business. The emphasis will be on assisting the student in understanding the concepts and related to this relatively new professional field. The course examines the types of issues that venue managers must consider, together with gaining some practice in applying concepts and principles to those issues.

SPTE 670 Special Topics in Global Sport 3 Credits
Grade Mode: Standard Letter, Audit/Non Audit

This course investigates special topics pertinent to the sport and entertainment management industry, and specifically examines the critical role of broadcasting in the economy of the sport and entertainment industry. The course explores the various models for broadcasting rights, the political economy of sport broadcasting, and its contemporary developments. The course addresses the complex interactions between competition at local, regional and transnational levels.

SPTE 701 Management in the Sport and Entertainment Industry 3 Credits
Grade Mode: Standard Letter, Audit/Non Audit

This course examines the concepts and principles of management and the role of management in the sport and entertainment industry. The course examines different management theories, management functions and leadership styles, while applying concepts and principles to current management issues in the sport and entertainment industry.

SPTE 736 Sport Event Entrepreneurship 3 Credits
Grade Mode: Standard Letter, Audit/Non Audit

This course investigates the entrepreneurial process and relates this process to the creation of a sport/entertainment event. Students will identify, describe and utilize identifiable techniques to generate ideas, conduct feasibility analyses, identify and utilize the 4 Ps of marketing to outline and develop a business plan for a chosen sport/entertainment event.

SPTE 760 Principles of Sport and Entertainment Marketing 3 Credits
Grade Mode: Standard Letter

This course examines the theoretical and practical aspects of sport and entertainment marketing including its dynamic nature and the importance of branding. It aims to provide an understanding of the importance of marketing and consumer behavior theory and fundamentals specific to the marketing of sport and entertainment. The course introduces students to marketing within the sport and entertainment industry, including the unique aspects of sport and entertainment as product, the sport and entertainment consumer market and the sport product market.

SPTE 777 Sport and Events Logistics 3 Credits
Grade Mode: Standard Letter, Audit/Non Audit

This course brings together the strategic, planning, and operational roles of logistics when applied to sport and entertainment management. The aim is the gain knowledge on how to apply logistics models and methods for the optimal management of personnel, facilities and flows involved in sport and entertainment events.

SPTE 781 Seminar on the Olympic Games 3 Credits
Grade Mode: Standard Letter, Audit/Non Audit

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SPTE 790 Sport and Entertainment Finance 3 Credits
Grade Mode: Standard Letter, Audit/Non Audit

The course examines the concepts and principles of financial management, and its application within the sport and entertainment context. The course provides an understanding of the financial information necessary to perform the usual duties and responsibilities associated with sport facilities, programs and organizations.

SPTE 798 Directed Study in Sport and Entertainment Management 3 Credits
Grade Mode: Standard Letter, Audit/Non Audit

This course is a course that focuses on a special project/ study and/or research undertaken Directedly by the student. Students are expected to embark on a project and/or study focusing on a particular aspect of sport and entertainment management, and is related to his or her special interest. Students are expected to undertake a set of activities, as agreed upon, based on the topic under study.

SPTE 799 Thesis Preparation 0-6 Credits
Grade Mode: Pass/Non Pass