

# Sport Management (SPRT)

## College of Business and Security Management

Business Administration Program (<https://www.uaf.edu/som/degrees/undergraduate/ba/>)  
907-474-7461

### SPRT F280 Sport Leadership

3 Credits

Offered Fall

Provides leadership theory and develop leadership skills for application internal and external to their sport. Focus on the identification and development of leadership skills/abilities and application within the classroom, a sport and for an on-campus project.

**Cross-listed with** LEAD F280; BA F280.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

### SPRT F281X Introduction to Sport Management

3 Credits

Offered Fall, Spring and Summer

An introduction to the field of sport management, including different segments, components and career paths within the industry. Topics such as collective bargaining, leadership in sports, legal aspects of sports, sports agents, sports analytics, sports marketing, stadium financing and the sociology of sports will be examined.

**Cross-listed with** BA F281X.

**Attributes:** UAF GER Social Sciences Req

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

### SPRT F375 Introduction to Esports Management

3 Credits

Offered Fall

This course is designed to introduce students to business concepts related to the esports industry. Students will be exposed to topics including: the definition of esports, content marketing, event management, management, governance and legal aspects of esports.

**Prerequisites:** WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X.

**Cross-listed with** BA F375.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

### SPRT F480 Current Topics in Sport & Recreation Management

3 Credits

Offered As Demand Warrants

This course examines current trends in critical areas of sport & recreation business from a management perspective. Topics of interest include corporate social responsibility, climate change, diversity, media relations, and technology.

**Prerequisites:** WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X, WRTG F214X; SPRT F281X.

**Cross-listed with** BA F480.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

### SPRT F481 Event Management

3 Credits

Offered Fall, Spring and Summer

This course is designed to provide the student with knowledge pertaining to the various aspects of managing a public sport and/or entertainment event and their production. Topics discussed include economic impact, sponsorship, risk management, staff and volunteers, customer service, concessions, crowd management and technology.

**Prerequisites:** BA F343; BA F281X or SPRT F281X; COM F121X, COM F131X or COM F141X.

**Cross-listed with** BA F481.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

### SPRT F482 Sport Marketing

3 Credits

Offered Spring

This course provides a decision-orientated overview of sport marketing management in sport organizations. This course is designed to acquaint students with comprehensive fundamental theories and issues in sport marketing, grounded within traditional marketing principles, and emphasizing unique application to the sport industry.

**Prerequisites:** BA F343; BA F281X or SPRT F281X; COM F121X, COM F131X or COM F141X.

**Cross-listed with** BA F482.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

### SPRT F483 Sport and Recreation Sales

3 Credits

Offered Fall

This course is designed to provide the student with knowledge pertaining to the various aspects of sales and pricing techniques used within sport and recreation organizations. Some of the topics discussed include ticket distribution, customer service, software and real-life sales campaigns.

**Prerequisites:** BA F343, BA F281X/SPRT F281X; COM F121X, COM F131X or COM F141X.

**Cross-listed with** BA F483.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

### SPRT F484 Legal Aspects of Sport and Recreation Management

3 Credits

Offered As Demand Warrants

This course will focus on the three major areas of law that have a direct impact on the management of sport and recreation: tort liability and risk management; contract law; and constitutional law.

**Prerequisites:** SPRT F281X.

**Cross-listed with** BA F484.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

### SPRT F485 Sport and Recreation Facilities

3 Credits

Offered Fall

This course provides a foundation for the planning process, operations, and specific design features for various park, recreation, and sport facilities. This course is designed to provide students the opportunity to learn multiple aspects of sports facilities and the management of events held at these facilities.

**Prerequisites:** SPRT F281X, BA F281X, SPRT F280 or BA F280.

**Cross-listed with** BA F485.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**SPRT F486 Entrepreneurship in Outdoor Recreation Industries**

3 Credits

Offered Spring

This course is an introduction in the development and management of outdoor recreation businesses. Topics covered include business plan development, financial structures, and risk management specific to remote recreation businesses commonly found in Alaska, such as big-game commercial services, sport fishing operations, remote expediting, and aviation-related services.

**Prerequisites:** WRTG F111X; WRTG F211X, WRTG F212X, WRTG F213X or WRTG F214X; BA/SPRT F281X.

**Cross-listed with** BA F486.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus

**SPRT F488 Sport Analytics**

3 Credits

Offered Fall, Spring and Summer

This course is an introduction to the application of analytical tools and techniques used within the sports industry. It will discuss theory, development, and application of analytics in the sports industry.

**Prerequisites:** SPRT F280 or SPRT F281X.

**Crosslisted with** BA F488.

**Lecture + Lab + Other:** 3 + 0 + 0

**Grading System:** Letter Grades with option of Plus/Minus