

SPORT MANAGEMENT (SPRT)

College of Business and Security Management (<https://www.uaf.edu/cbsm/>)
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

SPRT F281X Introduction to Sport Management

3 Credits

Offered Fall, Spring and Summer

Provides a basic understanding of the methods employed to manage amateur and professional sports organizations and the legal issues involved. Topics such as stadium financing, risk management contracts and human resource management, data collection, public versus private sector labor laws, collective bargaining and drug testing will be examined. Basic management techniques, theory and problems associated with the field sport management are discussed along with history and current trends in sport management.

Cross-listed with BA F281X.

Attributes: UAF GER Social Sciences Req

Lecture + Lab + Other: 3 + 0 + 0

SPRT F367 Huntology: The Science, Business and Philosophy of Hunting

3 Credits

Offered Spring

The course is interdisciplinary, with perspectives from the disciplines of business, science and philosophy as related to the study and practice of hunting.

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

Cross-listed with BA F367.

Lecture + Lab + Other: 3 + 0 + 0

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

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

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; COJO F121X, COJO F131X or COJO F141X.

Cross-listed with BA F481.

Lecture + Lab + Other: 3 + 0 + 0

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; COJO F121X, COJO F131X or COJO F141X.

Cross-listed with BA F482.

Lecture + Lab + Other: 3 + 0 + 0

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; COJO F121X, COJO F131X or COJO F141X.

Cross-listed with BA F483.

Lecture + Lab + Other: 3 + 0 + 0

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

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

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

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