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

SPRT F282X  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 F282X.
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.
Grading System: Letter Grades with option of Plus/Minus

SPRT F380  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.
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.
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 to 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