Sports and Recreation Management

SRM/HM 201. Foundations of Hospitality, Sport and Recreation Management. 3 credits.
An introduction to the basis for the professions that make up the School of Hospitality, Sport and Recreation Management. A focus on these professions in governmental, voluntary, private and commercial settings is incorporated. Finally both the economical significance and the professional preparation for success in the industry is both introduced and practiced. Prerequisite: HM or SRM major or permission of director.

SRM/HM 202. Foundations of Leadership in Hospitality, Sport and Recreation Management. 3 credits.
An introduction to the basis for the professions that make up the School of Hospitality, Sport and Recreation Management. A focus on these professions in governmental, voluntary, private and commercial settings is incorporated. Finally both the economical significance and the professional preparation for success in the industry is both introduced and practiced. Prerequisite: HM or SRM major or permission of director.

SRM/HM 203. Foundations of Ethics and Law in Hospitality, Sport and Recreation Management. 3 credits.
An introduction to ethics and law within the Sport, Hospitality and Recreation (HSRM) industry. The ethical portion introduces students to select theories of ethics, ethical issues and an ethical decision making model; and the legal portion introduces students to basic legal terminology and concepts while concentrating on negligence and employment issues. Prerequisite: HM or SRM major or permission of director.

SRM 241. Introduction to Sport and Recreation Management. 3 credits.
Introduces the sport and recreation management professions in governmental, voluntary, private, public, and commercial settings. Outlines development of sport and recreation and the evolution of the mega-leisure industry. Overviews professional preparation in sport and recreation management. Prerequisite: SRM 201 or permission of director.

SRM 242. Sociology and Psychology of Sport and Recreation Management. 3 credits.
The primary purpose of this course is to investigate sport and recreation related activities and services from a sociological and psychological perspective. The focus will be on activity through the lifespan and using theory and current issues from both disciplines to aid the practitioner in their interactions with participants and constituents and with the development and management of sport and recreation related activities and services. Prerequisite: SRM 201 or permission of director.

SRM 282. Practicum in Sport and Recreation. 3 credits.
A sequence of selected experiences which provides the student with supervised practicum experience in Sport and Recreation Management. Prerequisite: SRM 241.

SRM 333. Management in Sport and Recreation. 3 credits.
This course will provide students with the knowledge to apply the management principles and theories to specific professional organizations in the sport and recreation industry. Sport and recreation management applications covered include administration principles for specific organizations, human resource management, fiscal management, marketing and risk management. Prerequisite: SRM 241.

SRM 334. Introduction to Sport Media. 3 credits.
Examination of the knowledge and skills required for the business of sports communications, including strategic and personal communications, leadership, publishing, advertising, public relation and crisis management. The course also examines sport communications from a sociological and legal perspective and the emergence of online sport communication and the new sport media. Prerequisite: SRM 241.

SRM 335. Cognitive Processes and Current Issues. 3 credits.
This class will begin with the basic question as to how we think and why, and then expands into an introduction of the different of cognitive processes used in sport and recreation management settings. These different processes include: creative thinking, critical thinking, problem solving, decision making and logical thinking. The class will then apply those processes in addressing various current issues facing the sport and recreation industries. Prerequisite: SRM 241.

SRM 337. Programming and Assessment in Sport and Recreation Management. 3 credits.
This course will examine the basics of sport and recreation programming and assessment. Students will be presented with tools and strategies for developing and assessing programs and evaluating their outcomes. Students will learn how to program for agencies of various sizes with an understanding of the importance of recognizing service population needs. Prerequisite: SRM 241.

SRM 343. Ethical and Legal Issues in Sport and Recreation Management. 3 credits.
This course is designed to introduce students to current ethical and legal issues of concern to professionals in sport, recreation, and leisure studies. Students will examine the impact of these issues on organizational and managerial policies and decision-making. Prerequisite: SRM 333.

SRM 435. Sport Marketing and Sales. 3 credits.
This course will examine how promotional activities and sales efforts are closely intertwined and impact upon the success or failure of the sport and leisure industry. Particular emphasis will be placed on ticket sales and sport sponsorship. Prerequisites: SRM 333 and MKTG 380.

SRM 436. Facilities and Events in Sport and Recreation Management. 3 credits.
This course is designed to explore the principles of planning, design, and management of selected sport, recreation, and exercise facilities. The course will also cover the planning and management of special events. This will include budgeting, design, staffing, evaluation/assessment, crowd management and relative human resource management. Prerequisite: SRM 333.

SRM 438. Human Resources in Sport and Recreation Management. 3 credits.
An overview of human resource management in sport and recreation environments. The course will provide an introduction to administrative practices involving employer and employee relationships and apply these concepts to the day to day practices and skills required of a manager in a sport or recreation setting. The content focus will be on areas such as human resources policies, recruiting, hiring, job analysis, creating position descriptions, performance evaluation, training, career development and supervision of staff members and volunteers. Prerequisite: SRM 333.

SRM 482. Internship in Sport and Recreation Management. 6 credits.
A full-time professional experience which affords the opportunity to apply theory and methodology under qualified supervision from the cooperating agency and the university. Students may take only one additional course (three or four credits) while enrolled in this course. The additional course must be approved in advance by the site supervisor and the director of SRM. Prerequisites: SRM 282, SRM 333, and 72 credit hours complete.

SRM 490. Special Studies in Sport and Recreation Management. 3 credits.
Designed to give capable students in sport and recreation management an opportunity to complete independent study under faculty supervision. Prerequisites: SRM major and permission of director.

SRM 498. Special Topics in Sport and Recreation Management. 3 credits.
This course is designed to allow explorations of areas of current topical concern, or to exploit special situations. Course content will vary. For current course content consult your adviser or the SHSRM director. Prerequisites: SRM major and permission of director.

SRM 499. Honors. 6 credits.
Year course. See catalog description entitled “Graduation with Distinction” and “Graduation with Honors”. Prerequisite: Permission of director.

Studies Abroad

Semester in Antwerp

COB 300A. Integrated Functional Systems: Management. 3 credits.
COB 300A is the management component of an integrated learning experience consisting of four courses, taken concurrently, which introduces the fundamental conceptual tools of management, finance, operation and marketing in such a way as to establish their mutual relevance and interdependence. Students work in small project teams on tasks designed to require the application in concert of conceptual tools from each of the function areas. Prerequisites: Completion of all required 100- and 200-level B.B.A. core courses, junior standing (56 hours) and formal admission to the College of Business.