

Business Education Planned Course: Introduction to Sports and Entertainment Management

- State Curriculum Standards:
- 1.1.11D Identify, describe, evaluate and synthesize the essential ideas in text. Assess those reading strategies that were most effective in learning from a variety of texts.
 - 1.1.11E Establish a reading vocabulary by identifying and correctly using new words acquired through the study of their relationship to other words. Use a dictionary or related reference.
 - 1.1.11F Understand the meaning of and apply key vocabulary across the various subject areas.
 - 1.2.11A Read and understand essential content of informational texts and documents in all academic areas.
 - Differentiate fact from opinion across a variety of texts by using complete and accurate information, coherent arguments and points of view.
 - Use teacher and student established criteria for making decisions and drawing conclusions.
 - 1.6.11A Listen to others.
 - Ask clarifying questions.
 - Synthesize information, ideas and opinions to determine relevancy.
 - Take notes.
 - 1.6.11D Contribute to discussions.
 - Ask relevant, clarifying questions.
 - Respond with relevant information or opinions to questions asked.
 - Introduce relevant, facilitating information, ideas and opinions to enrich discussion.
 - Paraphrase and summarize as needed.
 - 1.6.11E Participate in small and large group discussions and presentations.

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Unit: **What is Sports and Marketing Management?**

Content Standard: **Describe functions and principles of management practice.**

Course Content	Student Performance	Resources	Assessments
<p>A. Management Basics</p> <ul style="list-style-type: none"> Define management <p>B. Functions of Management</p> <ul style="list-style-type: none"> Planning Organizing Implementing Controlling <p>C. Management Roles</p> <ul style="list-style-type: none"> Management responsibilities Business information management Financial management Production management Marketing management Human resource management <p>D. Management Responsibilities</p> <ul style="list-style-type: none"> Authority Employee empowerment <p>E. Decision-Making Process</p> <ul style="list-style-type: none"> Identify the problem List possible solutions Analyze possible solutions Select the plan 	<ul style="list-style-type: none"> Define the concept of management Identify and define the four functions of management Understand different management roles and describe their related responsibilities Define authority and understand importance of employee empowerment List steps in management decision-making Use the decision making process to problem solve work related scenarios 	<ul style="list-style-type: none"> <u>Sports and Entertainment Management</u> (South-Western 2005) 	<ul style="list-style-type: none"> Question/answer sessions Quizzes Intermission/encore questions in each chapter Homework Chapter review Unit 1 test Project <p><u>Remediation</u></p> <ul style="list-style-type: none"> Review of key terms One-on-one tutoring <p><u>Enrichment</u></p> <ul style="list-style-type: none"> Case study pages 24-25 Research a management career

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<ul style="list-style-type: none">Evaluate the plan			
Course Content	Student Performance	Resources	Assessments

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<p>F. Managing Sports Events Effectively</p> <ul style="list-style-type: none"> • Management of college championships • Management/planning of the Olympics <p>G. Managing Professional Sports</p> <p>H. Limited Only By Your Imagination</p> <ul style="list-style-type: none"> • Small town, big entertainment • Comedy clubs <p>I. Struggling State Fairs</p>	<ul style="list-style-type: none"> • Discuss the management of championship series for college sports • Explain the financial and social impact that professional sports have on host cities • Explain the role of human resources management in community entertainment events • Describe the challenges faced by state fairs 		
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Unit: **College and Amateur Sports**

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Content Standard: **Explain management functions for college and amateur sports and the economic impact of sports.**

Course Content	Student Performance	Resources	Assessments
<p>A. Managing Collegiate Sports</p> <ul style="list-style-type: none"> Management function in action Role of NCAA <p>B. Nature of Management</p> <ul style="list-style-type: none"> Levels of management Total Quality Management (TQM) <p>C. Growth of Amateur Sports</p> <ul style="list-style-type: none"> Management for amateur sports The loss of young people <p>D. Managing Sports Camp</p> <p>E. Financial Impact of College Athletics</p> <ul style="list-style-type: none"> Tough decisions What about paying athletes? <p>F. Big Business of Amateur Sports</p> <ul style="list-style-type: none"> What families spend 	<ul style="list-style-type: none"> Discuss the function of management for college sports Describe the levels of management, and explain the concept of Total Quality Management (TQM) Describe the management functions necessary for amateur sports Explain the management of a successful sports camp Explain the financial impact of college athletics Describe the influence of amateur sports on family spending 	<ul style="list-style-type: none"> <u>Sports and Entertainment Management</u> (South-Western 2005) Guest speakers (Sports camps and or athletic directors) Video supplement 	<ul style="list-style-type: none"> Question/answer sessions Quizzes Intermission/encore questions in each chapter Homework Chapter review Unit 2 test Project - Create your own sports/entertainment camp <p><u>Remediation</u></p> <ul style="list-style-type: none"> Review of key terms One-on-one tutoring <p><u>Enrichment</u></p> <ul style="list-style-type: none"> Case study pages 48-49

Unit: **Professional Sports**

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Content Standard: **Describe the important differences of professional sports.**

Course Content	Student Performance	Resources	Assessments
<p>A. Managing Big League Sports</p> <ul style="list-style-type: none"> Planning big league sports events Organizing resources Implementing game plan Controlling professional sports Staying in game financially <p>B. Multisport Meccas</p> <ul style="list-style-type: none"> Touching tip of iceberg <p>C. Women's Professional Sports</p> <p>D. The Organizing Function</p> <ul style="list-style-type: none"> Organizational charts Responsibilities for individuals <p>E. Measuring Success Of Business Plan</p> <p>F. Agents, Managers, and</p>	<ul style="list-style-type: none"> Explain the importance of management for success in big league sports Describe ways professional sports teams generate money Discuss how opportunities have expanded for women in professional sports Describe the purpose and structure of an organizational chart Explain how organizations measure success of business plan Identify characteristics of successful sports agents 	<ul style="list-style-type: none"> <u>Sports and Entertainment Management</u> (South-Western 2005) Guest speakers (Sports agent) Virtual Business – Sports Software Supplemental movie (Sports agent) 	<ul style="list-style-type: none"> Question/answer sessions Quizzes Intermission/encore questions in each chapter Homework Chapter review Unit 3 test Project <p><u>Remediation</u></p> <ul style="list-style-type: none"> Review of key terms One-on-one tutoring <p><u>Enrichment</u></p> <ul style="list-style-type: none"> Case study pages 76-77 Research a outstanding woman athlete

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<p>Ethics</p> <ul style="list-style-type: none">• Agents and leadership• Leadership characteristics• Characteristics of successful agents <p>G. Fees And Competition</p> <ul style="list-style-type: none">• What do agents charge• Competition heats up• Taking it to the streets• Good versus evil <p>H. Owners and General Managers</p>	<ul style="list-style-type: none">• Explain standard fee structures of sports agents and describe how agents recruit clients• Discuss the roles of team owners and general managers		
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Unit: **Sports and Entertainment Management**

Content Standard: **Discuss sports and entertainment management responsibilities.**

Course Content	Student Performance	Resources	Assessments
<p>A. The Importance Of Planning</p> <ul style="list-style-type: none"> Strategic planning 	<ul style="list-style-type: none"> Describe three types of plans necessary for organizing entertainment events 	<ul style="list-style-type: none"> <u>Sports and Entertainment Management</u> (South-Western 2005) 	<ul style="list-style-type: none"> Question/answer sessions
<p>B. Producing The Event</p> <ul style="list-style-type: none"> Setting the budget Dividing the work 	<ul style="list-style-type: none"> Explain importance of budgets as related to entertainment management 	<ul style="list-style-type: none"> Guest speakers 	<ul style="list-style-type: none"> Intermission/encore questions in each chapter
<p>C. Major Events</p> <ul style="list-style-type: none"> New Year's Eve in Time Square Macy's Thanksgiving Day Parade 	<ul style="list-style-type: none"> Describe management necessary for major events 	<ul style="list-style-type: none"> Virtual Business – Sports Software 	<ul style="list-style-type: none"> Homework
<p>D. Small Town Events</p> <ul style="list-style-type: none"> East Stroudsburg St. Patrick's Day Parade 		<ul style="list-style-type: none"> Supplemental movie 	<ul style="list-style-type: none"> Chapter review
<p>E. Economic Environment</p> <ul style="list-style-type: none"> Utility 	<ul style="list-style-type: none"> Describe four types of economic utility as they relate to collegiate entertainment events 		<ul style="list-style-type: none"> Unit 4 test
<p>F. Factors Of Production</p> <ul style="list-style-type: none"> Economic Systems 	<ul style="list-style-type: none"> Describe factors of production in a market economy Explain how universities increase revenues through entertainment events 		<ul style="list-style-type: none"> Project
			<p><u>Remediation</u></p> <ul style="list-style-type: none"> Review of key terms One-on-one tutoring <p><u>Enrichment</u></p> <ul style="list-style-type: none"> Case study pages 104-105

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Course Content	Student Performance	Resources	Assessments
G. Sports Management Jobs	<ul style="list-style-type: none"> Describe the job position and responsibilities involved in sports management 		
H. Community Involvement <ul style="list-style-type: none"> Catering to young fans 	<ul style="list-style-type: none"> Explain the importance of community involvement for professional sports teams 		
I. Organizational Structure <ul style="list-style-type: none"> Business organization 	<ul style="list-style-type: none"> Explain the various types of organizational structures 		
J. More Than a Theme Park <ul style="list-style-type: none"> Making bad times good Creating a special event Marketing and sales 	<ul style="list-style-type: none"> Describe the value of special events and their importance during shoulder periods. 		

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Unit: **Management Functions**

Content Standard: **Discuss the planning, organization, implementation, and controlling that managers perform.**

Course Content	Student Performance	Resources	Assessments
<p>A. The Purpose of the Planning Process</p> <ul style="list-style-type: none"> Types of plans 	<ul style="list-style-type: none"> Discuss the purpose and benefits of planning 	<ul style="list-style-type: none"> <u>Sports and Entertainment Management</u> (South-Western 2005) Virtual Business – Sports Software 	<ul style="list-style-type: none"> Question/answer sessions Quizzes Intermission/encore questions in each chapter Homework Chapter review Unit 5 test Project
<p>B. The Planning Process</p>	<ul style="list-style-type: none"> Describe the planning process 		
<p>C. Organizing Sports and Entertainment Events</p> <ul style="list-style-type: none"> Reasons for organizing Benefits of Organizing 	<ul style="list-style-type: none"> Describe the reasons for and benefits of organizing 		
<p>D. Organizations Structure and Departments</p> <ul style="list-style-type: none"> Factors of structure Creating departmental structure 	<ul style="list-style-type: none"> Explain factors that affect structure of an organization 		
<p>E. Who Is In Charge of the Organization</p>	<ul style="list-style-type: none"> Describe how authority is delegated in organizations 		
<p>F. The Implementing Function</p> <ul style="list-style-type: none"> Effective communication Employee motivation Efficient work teams Operations management 	<ul style="list-style-type: none"> Explain activities of management control process 		<p><u>Remediation</u></p> <ul style="list-style-type: none"> Review of key terms Ensure correct answers are on test and resubmit One-on-one tutoring <p><u>Enrichment</u></p> <ul style="list-style-type: none"> Case study pages 130-131

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Course Content	Student Performance	Resources	Assessments
G. Why Should Managers Practice Control? <ul style="list-style-type: none">• The management control process H. Requirements For Effective Control	<ul style="list-style-type: none">• Describe the management control process.• List and describe the 3 steps for efficient control.		

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Unit: **Decision Making**

Content Standard: **Discuss decision-making in organizations.**

Course Content	Student Performance	Resources	Assessments
<p>A. Is It Decision Making or Problem Solving?</p> <ul style="list-style-type: none"> Decisions-programmed or non-programmed Decision-making styles Choosing right environment for decision making <p>B. Conditions Impact Decision Making</p> <ul style="list-style-type: none"> Common decision-making conditions <p>C. Two Heads Better Than One</p> <ul style="list-style-type: none"> Advantages and disadvantages of group decision making Good group decision making results in good teams <p>D. Techniques for Improving Group Decision Making</p>	<ul style="list-style-type: none"> Discuss the types of decisions made by managers Describe the conditions faced by a manager when making a decision Explain the advantages and disadvantages of group decision making Identify techniques for improving group decision making 	<ul style="list-style-type: none"> <u>Sports and Entertainment Management</u> (South-Western 2005) 	<ul style="list-style-type: none"> Question/answer sessions Quizzes Intermission/encore questions in each chapter Homework Chapter review Unit 6 test Project <p><u>Remediation</u></p> <ul style="list-style-type: none"> Review of key terms One-on-one tutoring <p><u>Enrichment</u></p> <ul style="list-style-type: none"> Case study pages 156-157

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Course Content	Student Performance	Resources	Assessments
<p>E. What Is Knowledge Management?</p> <ul style="list-style-type: none"> What knowledge does an organization have? Knowledge can be generated <p>F. Knowledge Communities</p> <ul style="list-style-type: none"> Key to successful knowledge transmission 	<ul style="list-style-type: none"> Describe the concept of knowledge management Explain how knowledge communities can benefit sports and entertainment managers 		

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Unit: **Management Strategies**

Content Standard: **Discuss various strategies managers use.**

Course Content	Student Performance	Resources	Assessments
<p>A. The Roots Of Strategy</p> <ul style="list-style-type: none"> Three levels of strategy <p>B. Using Strategic Management</p> <ul style="list-style-type: none"> Advantages of strategic management Risks of strategic management <p>C. How Do Managers Plan?</p> <p>D. Development</p> <ul style="list-style-type: none"> Policies/procedures/rules Environmental analysis Completing the development phase <p>E. Action and Review</p> <ul style="list-style-type: none"> Action phase Review phase <p>F. The Planning Tool Bag</p> <ul style="list-style-type: none"> Environmental scanning SWOT analysis Benchmarking Scenario building Using the tool bag <p>G. Good Fit</p> <ul style="list-style-type: none"> Types of strategic fit 	<ul style="list-style-type: none"> Describe the three levels of strategy Discuss the advantages and risks of strategic management Identify the steps in strategic management Explain the development phase of the strategic management process Describe action/review phases of the strategic management process Describe the major strategic planning tools available to managers Develop a SWOT analysis for local theme park Explain how sports and entertainment managers may achieve strategic fit 	<ul style="list-style-type: none"> <u>Sports and Entertainment Management</u> (South-Western 2005) Supplemental movie 	<ul style="list-style-type: none"> Question/answer sessions Quizzes Intermission/encore questions in each chapter Homework Chapter review Unit 7 test Project <p><u>Remediation</u></p> <ul style="list-style-type: none"> Review of key terms One-on-one tutoring <p><u>Enrichment</u></p> <ul style="list-style-type: none"> Case study pages 186-187

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<ul style="list-style-type: none">• Benefits of strategic fit			
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Unit: **Organizing and Staffing**

Content Standard: **Discuss organizing and staffing for sports and entertainment organizations.**

Course Content	Student Performance	Resources	Assessments
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<p>A. Managing Human Resources Effectively</p> <ul style="list-style-type: none"> Human resources activities What's important to employees? <p>B. Hiring the Best Personnel</p> <ul style="list-style-type: none"> Money and time Recruiting applicants <p>C. Improving Employee Performance</p> <ul style="list-style-type: none"> Match making Performance counts <p>D. Changing Business Culture</p> <ul style="list-style-type: none"> Pass it on <p>E. The Latest Trends</p> <p>F. What Skills Do Employees Need?</p> <ul style="list-style-type: none"> Effective communication Decision-making skills Teamwork is key 	<ul style="list-style-type: none"> Define human resources management and identify human resources management activities Describe procedure to recruit/hire best personnel Explain why coordinating and giving feedback are important responsibilities of human resources management Define delegation of duties Explain latest trends in sports/entertainment industries Describe the skills needed by employees in today's workforce 	<ul style="list-style-type: none"> <u>Sports and Entertainment Management</u> (South-Western 2005) Supplemental movie – Interviewing/hiring 	<ul style="list-style-type: none"> Question/answer sessions Quizzes Intermission/encore questions in each chapter Homework Chapter review Unit 8 test Project <p><u>Remediation</u></p> <ul style="list-style-type: none"> Review of key terms One-on-one tutoring <p><u>Enrichment</u></p> <ul style="list-style-type: none"> Case study pages 210-211
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Course Content	Student Performance	Resources	Assessments
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<p>G. Career Development Programs</p> <ul style="list-style-type: none">• Get with the program <p>H. Sports Management and Starting a Career</p> <p>I. The Importance of Career Plans</p> <ul style="list-style-type: none">• Career portfolio• Qualifications for sports and entertainment management careers	<ul style="list-style-type: none">• Define a career development program• Describe various career levels in sports and entertainment management• Explain the importance of a career portfolio		
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Content Standard: **Discuss concepts of leadership for managers.**

Course Content	Student Performance	Resources	Assessments
<p>A. The Need For Leadership</p> <p>B. Characteristics of Leaders</p> <p>C. How Managers Influence Others</p> <p>D. Developing Leadership Skills</p> <ul style="list-style-type: none"> Becoming a successful leader <p>E. Motivating Today's Workforce</p> <ul style="list-style-type: none"> How managers' beliefs can affect performance <p>F. Types of Leadership</p> <p>G. What Do Employees Want?</p> <ul style="list-style-type: none"> Employees want consistency Determining the best employee rewards 	<ul style="list-style-type: none"> Define leadership and list characteristics Identify ways that managers influence employees Describe important human relations skills Explain what motivates individuals to accomplish organizational goals Discuss four leadership styles Describe strategies that leaders can use to motivate employees 	<ul style="list-style-type: none"> <u>Sports and Entertainment Management</u> (South-Western 2005) Supplemental movie – Leadership Vs. Management 	<ul style="list-style-type: none"> Question/answer sessions Quizzes Intermission/encore questions in each chapter Homework Chapter review Unit 9 test <p><u>Remediation</u></p> <ul style="list-style-type: none"> Review of key terms One-on-one tutoring <p><u>Enrichment</u></p> <ul style="list-style-type: none"> Case study pages 238-239 Leadership surveys

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Course Content	Student Performance	Resources	Assessments
<p>H. Everything Changes</p> <ul style="list-style-type: none"> • Asking instead of telling • Signs of change <p>I. Steps For Effective Change</p> <ul style="list-style-type: none"> • Keys to successful change • Reductions in the workforce <p>J. Leadership Necessary for Successful Change</p> <ul style="list-style-type: none"> • Leadership skills • Empowerment • The right equation for change 	<ul style="list-style-type: none"> • Explain why people resist change • Discuss the steps in an effective change process • List the characteristics of enlightened leaders. 		

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Content Standard: **Explore various team management principles.**

Course Content	Student Performance	Resources	Assessments
<p>A. Groups-The Basic Component</p> <ul style="list-style-type: none"> Formal groups Informal groups <p>B. Factors That Influence Groups</p> <ul style="list-style-type: none"> Which form of decision-making is best? Managing group behavior effectively <p>C. Team Shapes and Sizes</p> <ul style="list-style-type: none"> Team forms <p>D. The Art of Team Building</p> <ul style="list-style-type: none"> Teams that fail Teams that succeed Choosing the right team members <p>E. Is Team Structure Key to Organizational Success?</p> <ul style="list-style-type: none"> Team-based organizations require special planning <p>F. Virtual Teams</p>	<ul style="list-style-type: none"> Explain two basic structures of groups Describe factors that influence group behavior Describe the different types of teams used by an organization Explain how a manager can build a successful team Explain how organizations can be designed to support teams Describe a virtual team and its function 	<ul style="list-style-type: none"> <u>Sports and Entertainment Management</u> (South-Western 2005) Supplemental movie 	<ul style="list-style-type: none"> Question/answer sessions Quizzes Intermission/encore questions in each chapter Homework Chapter review Unit 10 test Project <p><u>Remediation</u></p> <ul style="list-style-type: none"> Review of key terms One-on-one tutoring <p><u>Enrichment</u></p> <ul style="list-style-type: none"> Case study pages 264-265

Unit: **Managing Operations**

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Content Standard: **Explore operations management and control as they apply to sports and entertainment.**

Course Content	Student Performance	Resources	Assessments
<p>A. The Operations Management Function</p> <ul style="list-style-type: none"> Operations responsibility The history of operations management <p>B. Efficient Operations Increase Competitiveness</p> <ul style="list-style-type: none"> Competition within industries Gaining the competitive edge with operations Completing the loop <p>C. Why Is Control Important?</p> <ul style="list-style-type: none"> The power of control <p>D. How Do Managers Control?</p> <ul style="list-style-type: none"> A control system for every organization 	<ul style="list-style-type: none"> Describe the operations management function Discuss competition as it relates to operations planning Explain why management control is important Describe how organizations control their operations 	<ul style="list-style-type: none"> <u>Sports and Entertainment Management</u> (South-Western 2005) Supplemental movie 	<ul style="list-style-type: none"> Question/answer sessions Quizzes Intermission/encore questions in each chapter Homework Chapter review Unit 11 test Project <p><u>Remediation</u></p> <ul style="list-style-type: none"> Review of key terms One-on-one tutoring <p><u>Enrichment</u></p> <ul style="list-style-type: none"> Case study pages 284-285