**Sports & Entertainment Marketing**

This Introduction to Sport Business Management course provides students with an overview of the Sport business industry. The course examines the principles of sport business and entertainment management in collegiate, professional, and Olympic sport. A primary focus of the course will be on the business of collegiate and professional sport. The course will also focus on the application of business topics discussed in class and business content from assigned readings, along with perspectives from sport and entertainment business professionals who will be invited to guest lecture to students. An emphasis will be placed on the development of professional behavior patterns and communication skills that will contribute to future academic and career success.

**Instructional Goals**

Students will learn and apply sport business management concepts, including substantive

concepts in the following core areas: collegiate athletics, professional sport, international sport,

sport marketing, sport consumer behavior, public relations in sport, sport broadcasting, sport

sales, sport sponsorship, facility and event management, sport finance and economics, sport

franchise valuation, sport analytics’, legal and ethical issues in sport, managerial leadership in

sport organizations, and sport management research.

• Students will demonstrate the ability to critically analyze and intelligently discuss how basic

principles and frameworks in management, marketing, law, finance, economics, sales and ethics

interrelate as components in the overall operation of sport and entertainment organizations.

• Students will be able to describe the various governance structures within collegiate and

professional sport, and will gain an understanding of the historical evolution of collegiate,

professional, and Olympic sport.

• Students will use and apply their knowledge of the sport and entertainment industry to resolve

issues and challenges commonly faced by sport and entertainment business professionals.

• Students will gain a more informed understanding of potential career opportunities in the sport

business and entertainment management industry.

• Students will successfully establish meaningful business relationships with sport and

entertainment business professionals through volunteering at sport and entertainment events

during the semester and by attending events organized by the Sport Business Club at UCF.

• Students will further develop their written and verbal communication skills, and will write clearly

and concisely using APA format and style.

### **Required Materials**

### To successfully complete this course, you will need

* Pen/Pencil
* Notebook
* Class Folder
* Flash drive (optional)
* Textbook will remain in class, unless checked out by instructor

##### Additional Print Resources-

Will be provided as needed by instructor

##### Online Resources

* Google Chrome Resources
* Edmodo
* Google Drive/Gmail
* Other possible accounts as needed

#### POLICIES AND PROCEDURES

**General Rules:**

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**Grading Policies:**

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**F = < 59**

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# Mr. Young SYLLABUS

Microsoft Office Suite

## INSTRUCTIONAL GOALS

Desktop Publishing will consist of various projects involving word processing, formatting skills, and creation of various business elements to display in presentation format. Class will be based as a real world application class many presentations of created material. Programs will include Microsoft office package, (Word, Excel, Publisher, PowerPoint, as well as graphic design software Inkscape, Photoshop Elements, and GIMP. Projects will include:

|  |  |  |
| --- | --- | --- |
| [Introduction](https://sites.google.com/site/bakerbusiapps/course-content/introduction)  [Setting up Accounts](https://sites.google.com/site/bakerbusiapps/course-content/introduction/accounts)  [Careers](https://sites.google.com/site/bakerbusiapps/course-content/careers)  [Computer Systems](https://sites.google.com/site/bakerbusiapps/course-content/computersystems)  [Word Processing](https://sites.google.com/site/bakerbusiapps/course-content/wordprocessing)  [E-mail](https://sites.google.com/site/bakerbusiapps/course-content/wordprocessing/email)  [Memos](https://sites.google.com/site/bakerbusiapps/course-content/wordprocessing/memos)  [Letters](https://sites.google.com/site/bakerbusiapps/course-content/wordprocessing/letters)  [Envelopes & Labels](https://sites.google.com/site/bakerbusiapps/course-content/wordprocessing/envelopeslabels)  [Business Reports](https://sites.google.com/site/bakerbusiapps/course-content/wordprocessing/business-reports)  [Academic Reports](https://sites.google.com/site/bakerbusiapps/course-content/wordprocessing/academic-reports)  [Tables](https://sites.google.com/site/bakerbusiapps/course-content/wordprocessing/tables)  [Tabs](https://sites.google.com/site/bakerbusiapps/course-content/wordprocessing/tabs)  [Other Documents](https://sites.google.com/site/bakerbusiapps/course-content/wordprocessing/other-documents)  [Business Documents](https://sites.google.com/site/bakerbusiapps/course-content/wordprocessing/business-documents) | [Spreadsheets](https://sites.google.com/site/bakerbusiapps/course-content/spreadsheets)  [Formatting Pages](https://sites.google.com/site/bakerbusiapps/course-content/spreadsheets/editing-sheets)  [Freezing Panes](https://sites.google.com/site/bakerbusiapps/course-content/spreadsheets/freeze-panes)  [Formatting Cells](https://sites.google.com/site/bakerbusiapps/course-content/spreadsheets/formatting-cells)  [Formulas](https://sites.google.com/site/bakerbusiapps/course-content/spreadsheets/formulas)  [Charts/Graphs](https://sites.google.com/site/bakerbusiapps/course-content/spreadsheets/charts--graphs)  [Worksheets & Books](https://sites.google.com/site/bakerbusiapps/course-content/spreadsheets/worksheets--books)  [Databases](https://sites.google.com/site/bakerbusiapps/course-content/spreadsheets/databases)  [Review](https://sites.google.com/site/bakerbusiapps/course-content/spreadsheets/screencasts) | Drawing  [Poster](https://sites.google.com/site/bakerbusiapps/course-content/desktop-publishing/poster)  [Menu](https://sites.google.com/site/bakerbusiapps/course-content/desktop-publishing/menu)  [Charts](https://sites.google.com/site/bakerbusiapps/course-content/desktop-publishing/charts)  [Advertisement](https://sites.google.com/site/bakerbusiapps/course-content/desktop-publishing/advertisement)  [Brochure](https://sites.google.com/site/bakerbusiapps/course-content/desktop-publishing/brochure)  [Newsletter](https://sites.google.com/site/bakerbusiapps/course-content/desktop-publishing/newsletter)  [Floor Plan](https://sites.google.com/site/bakerbusiapps/course-content/desktop-publishing/floor-plan)  [Family Tree](https://sites.google.com/site/bakerbusiapps/course-content/desktop-publishing/family-tree)  [Prezi](https://sites.google.com/site/bakerbusiapps/course-content/presentations/prezi)  Spreadsheet |

At the end of this course, you will be able to understand the computer keyboard and complete project based assignments.

* Know proper typing position and techniques to improve typing ability
* Be able to assemble business related projects in an organized manner
* Understand Microsoft Office Package
* Planning and Organizational software
* Demonstrate understanding of Computer parts and proper use of programs

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# Mr. Young SYLLABUS

Financial Literacy

## INSTRUCTIONAL GOALS

|  |  |  |
| --- | --- | --- |
|  | **Projects based class.** |  |
| Class with work alongside Careers Class ran by Mrs. Brakenbusch | Students will create Business plan for retail or service based business that can be done in Wallace, Idaho or Shoshone County | Business plan will include Outline, Company Description, Description of products, Marketing Plan with crated materials (flyer, brochure, advertisements, Etc.) |
| Guest Speaker from Bank and small business owner | Books: The Teen Entrepreneur | Interview/Job search Unit: Resume, PPT presentation of Career choice, In-Class Interview |
|  | On your own: A personal budgeting Simulation, includes budget of current time and monetary assets, personal banking | Opening a bank account, applying for credit, Looking for Insurance |
|  | Idaho Career Information system- Self Assessment, and research Presentation | EC- Video Commercial |

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* Know proper typing position and techniques to improve typing ability
* Be able to assemble business related projects in an organized manner
* Understand Microsoft Office Package
* Planning and Organizational software
* Personal budget, preparation skills to handle financial life after high school
* Basic Business Plan

### **Required Materials**

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### **Objectives and Goals**

|  |  |  |  |
| --- | --- | --- | --- |
| **1st Semester** | National Standards- <http://cepfe.nmsu.edu/?q=node/411> | <http://cepfe.nmsu.edu/?q=node/9> | Chapter 5. The 3 Major Macroeconomic Variables: GDP, Unemployment, and Inflation |
|  | Lessons will include in-class activities involving project-based advertising and display of economic trends in world and US markets | Chapter 1. Economics, Scarcity, Choice, Opportunity Cost, Production Possibilities | Chapter 6. Growth and Development of the US Economy |
|  | Understand International Country Project - Research project | Chapter 2. Economic Systems and the Economic Problem | Chapter 7. Explaining Business Cycles: The Aggregate Demand/Aggregate Supply Model (AD/AS Model) |

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# Mr. Young SYLLABUS

Keyboarding 8

8:10-9:00 am

## INSTRUCTIONAL GOALS

|  |  |  |
| --- | --- | --- |
| **Keyboarding** | Course Goals and Objectives | |
|  | Word Processing - Emails, Business Letter Formatting, Tables, Draw Tools, Tab Formatting, Columns Formatting, Report Formatting, Review. Blue Word Processing Booklet Random Pages | Excel Spreadsheets- Green Comm Tech Booklet- Microsoft Excel, Formatting and Function tools, Formulas, Cell Referencing, Advanced Functions, Using Templates, Creating Charts, Understanding Toolbar |
| File Management- Class Folder, Computer File set-up, Google Drive | Design Software- Open Source (Inkscape, GIMP), (Keyboarding Production) |
| Keyboarding Speed Test - Green Booklet test- 3 min. Test will be taken every two weeks Google Chrome Keyboarding Games | Publication Software- Presentations using, PPT, Prezi, Microsoft Publisher- Screen Recognition, Slides, Inserting music and video, Design techniques, How to Present, Presentation Tactics, Summarize Information, Formatting |

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**Leaving the Room:**  **No leaving the class within the first 15 min of class time.** If you must use the restroom, you must carry the classroom bathroom pass. If it is reported that you were not using your time wisely, you will lose all your privileges of leaving the room for the rest of the quarter. When you go into the halls go quickly and quietly, THIS IS YOUR ONLY WARNING!

**Electronics:** Cell phones must remain on silent; if your phone rings then your phone will be taken and must pick up your phone after school. Second offense will result in detention and phone is sent to the office. Third offense, refer to student handbook. No Texting! If you must use your phone for an emergency please ask the instructor or inform the teacher if a call must be taken. Students may listen to music with their headphones only when the teacher indicates so. During instructional time, students need to have their headphones out of their ears, please be respectful.

#### CONTACT INFORMATION

* [Mr. Jared Young/ Business and Technology Instructor Room 212
* Email: jyoung@wsd393.org, this is the best way to get a hold of me
* Available after school to answer questions or please email for a time to meet to discuss grades or any concerns.
* During the fall quarter I will coaching and appointments need to be made to discuss grade concern