

# SPORTS BUSINESS

The purpose of the Sports Business major is twofold. The first is to provide students with a foundational business skillset that facilitates students' interest in careers in the sports industry and with corporations who have partnerships and client relations with sports organizations. The second is to develop a career path platform that, coupled with Fairfield University's *Magis* Core, will allow students to be agents for change in an industry that is confronting issues of race, gender, social justice and economic development.

## Programs

Sports Business Major

## Courses

### **BUSN 3215 Sports Law and Ethics** 3 Credits

This course will present a range of legal and ethical issues presented in the sports industry. In the context of this industry, students will apply basic principles of antitrust law, labor law, intellectual property law, constitutional law, administrative law, anti-discrimination law, and contract and tort law. The course will also examine the regulation of agent representation of athletes, the regulation of sports franchises, and sports leagues, and the regulation of intercollegiate sports, with special attention to the NCAA.

### **DATA 3335 Sports Analytics** 3 Credits **Prerequisite:** DATA 1101.

Virtually every sport has been improved in recent years with the introduction and widespread acceptance of analytical methods. Analytics help leagues, teams, referees, coaches, athletes, agents, and fans appreciate their favorite sports on a higher level. In this course, students will gain a broad perspective on the methods, findings, impact, and controversies within sports analytics across a variety of sports and e-sports, learn how to analytically evaluate and compare differing perspectives, and practice communicating findings to a non-analytical audience in an impactful and actionable way.

### **ECON 2152 Economics of Sport** 3 Credits

This course develops and examines the tools and concepts of economic analysis as they apply to the sports industry. Topics in professional sports include free agency, salary cap, and new franchises. The course also explores economic issues and institutional structures of sports such as golf and tennis, and the broader industry including the National Collegiate Athletic Association, sports equipment, advertising, minor leagues, and the Olympics. Students gain an increased understanding of how economics affect them through this combination of sports and economics.

### **MGMT 3235 Managing Human Resources** 3 Credits **Prerequisite:** Junior standing.

This course introduces students to how effective management of people can contribute to firm performance and competitive advantage. The course explores human resource management activities: human resource planning, recruiting, selection, training, performance appraisal, compensation, and labor relations. Through extensive use of cases, simulations, and exercises, students actively learn to implement various human resource management strategies to better serve organizational and employee interests.

### **MGMT 3240 Leading and Managing People** 3 Credits

**Attributes:** PANM Public Administration Nonprofit Management

**Prerequisites:** MGMT 2101, junior standing.

This course prepares students for the task of leading and managing people. The purpose of the course is to address advanced organizational behavior topics as well as to illuminate the research and practice associated with effective leadership. The first segment of the course reviews the leadership literature, including trait theory, aspects of leadership style, leader emergence, contingency theories, and charismatic/transformational leadership practices. The second segment involves skill practice in managing people in the areas of communication, conflict resolution, empowerment, delegation, influence, teamwork, problem solving, and diversity issues. The third and final segment explores strategic leadership from the CEO perspective, and addresses how leaders create change and transform organizations.

### **MGMT 4330 Career Planning** 3 Credits

**Prerequisites:** MGMT 3235 or MGMT 3240; Junior standing.

This course prepares students for the job search while exploring theoretical issues in career development over the life span. Theories of career development covered include: life stage and career stage models, aspects of politics that shape careers, issues of derailment, technical career paths, gender issues in careers, mentoring, and new career models, such as the boundaryless career, the protean career, and the kaleidoscope career. Students undertake a resume revision process, develop a sample cover letter, participate in workshops on Internet job searching techniques, and practice mock interviews. An in-class session with members of the Career Planning Center is included. Students may also receive credit for a job shadowing assignment, attendance at Career Fairs, and other career-related activities. Open to management majors and minors only.

### **MGMT 4360 Negotiations and Dispute Resolution** 3 Credits

**Attributes:** EVAP Environmental Studies: Applied Professional Skills, INEL International Studies Elective

**Prerequisite:** Junior standing.

This course builds skills in negotiating and managing disputes and explores various theories concerning negotiation styles, strategy and tactics, alternative dispute resolution, and the major legal and ethical issues in the field. The course strengthens negotiation skills, introduces the many formal and informal processes available for dispute resolution, and develops managers' ability to resolve and prevent disputes. The heart of the course is a series of experiential exercises that create opportunities to practice and develop the principles learned in the course.

**MGMT 4375 Sports Management****3 Credits****Prerequisite:** Junior standing.

This course examines effective and efficient management within the culture of sports organizations. It distinguishes the management requirements in sports organizations. Current issues in the various sports industries are analyzed and the actions of the industries' management are reviewed and critiqued. Different types of organizational structures are studied and their method for motivating, managing, and evaluating the performance of employees, individually and in teams, is discussed.

This course also identifies effective management styles and places emphasis on the importance of sound communication skills and goal setting. The fundamental purpose of this class is to provide students with an understanding of how to apply the principles of business and/or the elements of organization to sport. Over the semester, students will have the opportunity to explore basic theories of management, human resource management, politics, finance, marketing, resource acquisition (fundraising and corporate support), sports law, broadcast properties, media and publicity, future trends in facilities as well as philosophical, sociological, and culture considerations of sport. Open to sports leadership and management minors only.

**MGMT 4380 Performance, Compensation, and Reward****3 Credits****Attributes:** MGEL Management: General Elective**Prerequisite:** Junior standing.

This course covers theories and practices for effective compensation management. Topics include strategic perspectives of compensation systems, determining pay structure, job analysis, and job evaluation, design and administration, external pay competitiveness, designing pay levels, employee contributions and individual pay, subjective performance evaluation and merit pay, alternative reward systems, employee benefits, government's role and compliance, pay discrimination, budgets and pay administration, and union role in wages and salary administration.

**MKTG 2251 Social Media Marketing****3 Credits****Prerequisites:** MKTG 1101, sophomore standing.

The course takes an in-depth look at social networks and social media platforms (e.g., blogs, discussion forums, Facebook, Twitter, other forums of user-generated content) from a strategic perspective. The primary focus of this course will be on understanding social media as part of a brand's marketing communications, how to build strategies and tactics to help brands differentiate and rise above the noise on the social web, and how to track their effectiveness. Topics to be covered include constructing a brand strategy on social media, engaging influencers, content development, social media analytics and measurement, and social media platforms.

**MKTG 2261 Sports Marketing****3 Credits****Prerequisites:** MKTG 1101, sophomore standing.

This course is offered to address the growing interest in the sports industry as a business career. The course will provide an overview of how sports marketing can work as a component of a fully integrated marketing communication strategy. The course is designed to help students better understand the sports consumer, and how corporations and sports organizations can apply core marketing concepts to help achieve their business objectives. Marketing strategies such as market segmentation, target marketing and the marketing mix are covered within the context of sporting event sponsorships and professional sports teams. Additional topics such as sports governing organizations, sports media, licensing and hospitality will be covered.