

Pequannock Township School District

Curriculum Syllabus

Sports & Entertainment Management / Grades 9-12

Course Description:

Sports and Entertainment Management is a course designed to apply both management and business principles & processes to the sports and entertainment industries. The course serves as an introduction into more robust business electives. Throughout the course, students will be utilizing technology to create reports, flyers, brands, presentations, demonstrations, advertisements, and/or websites. . Students should anticipate a fair amount of public speaking to help gain confidence in front of groups, an oft-underdeveloped management skill.

The sports and entertainment industry is a major component in the field of business and management. The industry is all around us in ballparks, theatres, schools, television, radio, stores and the Internet. This course will emphasize the importance of the industry and the role it plays in our society. Students will explore both these various facets while focusing on real-world business perspectives. They will learn the basics of navigating challenges, problem solving, and develop creative solutions that will promote achievement in any field of work or study.

Course Standards:

The following is a list of NJSLs that describe what students are expected to know and be able to do as a result of successfully completing this course. The following NJSLs are the basis of the assessment of student achievement. The learner will demonstrate mastery of:

21st Century Life and Careers (2014) 9.3.12.BM-MGT.8: Create strategic plans used to manage business growth, profit and goals.

21st Century Life and Careers (2014) 9.3.12.BM-MGT.7: Plan, organize and manage an organization/department to achieve business goals.

21st Century Life and Careers (2014) 9.3.12.BM-MGT.6: Plan, monitor and manage day-to-day business activities to sustain continued business functioning.

21st Century Life and Careers (2014) 9.3.12.BM-MGT.5: Plan, monitor, manage and maintain the use of financial resources to ensure a business's financial wellbeing.

21st Century Life and Careers (2014) 9.3.12.BM-MGT.4: Employ and manage techniques, strategies and systems to enhance business relationships.

21st Century Life and Careers (2014) 9.3.12.BM-MGT.3: Apply economic concepts fundamental to global business operations.

21st Century Life and Careers (2014) 9.3.12.BM-MGT.2: Access, evaluate and disseminate information for business decision making.

21st Century Life and Careers (2014) 9.3.12.BM-MGT.1: Describe and follow laws and regulations affecting business operations and transactions.

Topics of Study

1. Foundation of Sports Management

4. Lifestyle Sports

2. Professional Sport Industry
3. Sports Industry Support Segments

5. Collegiate and International Sport

Home and School Connection

The following are suggestions and/or resources that will help parents support their children:

- www.espn.com
- Wall Street Journal Sports Section
- CNBC Sports Business News
- The Business Journals Sports Business News
- BBC's The Business of Sports