



North Polk Community Schools Pacing & Course Description Guide



Grade Level: 9-12

Content: Sports Managment

Year: 2022-2023

Course Description/Rationale

Students will study the highly competitive field of sports management which provides sports minded people with a head for business opportunities for exciting careers in the world of athletics. Sports management professionals work as team managers, athletic directors, sports agents and recruiters, marketing and PR professionals, and more.

Name of Unit	Time Frame	Essential Learning Target	Standard(s)
Unit 1 - Into to Sports Management	6 weeks	ELT 1: Apply verbal skills to obtain and convey information.	Core Standard 2: Communication Skills: Understands the concepts, strategies, and systems used to obtain and convey ideas and information.
Unit 2: Different types of Sports Management sites	6 weeks	ELT 1: Apply verbal skills to obtain and convey information. ELT 2: Foster positive relationships with customers to enhance company image. ELT 3: Develop personal traits to foster career advancement. ELT 4: Understand economic systems to be able to recognize the environments in which businesses function.	Core Standard 2: Communication Skills: Understands the concepts, strategies, and systems used to obtain and convey ideas and information. Core Standard 3: Customer Relations: Understands the techniques and strategies used to foster positive, ongoing relationships with customers. Core Standard 5: Emotional Intelligence: Understands techniques, strategies, and systems used to foster self-understanding and enhance relationships with others. Core Standard 4: Economics: Understands the economic principles and concepts fundamental to business operations

Unit 3: Selected Sports Management Functions	6 weeks	ELT 1: Apply verbal skills to obtain and convey information. ELT 2: Select and utilize appropriate formats for professional writing. ELT 4: Understand economic systems to be able to recognize the environments in which businesses function.	Core Standard 2: Communication Skills: Understands the concepts, strategies, and systems used to obtain and convey ideas and information. Core Standard 4: Economics: Understands the economic principles and concepts fundamental to business operations