



GREAT NECK PUBLIC SCHOOLS

"Where Discovery Leads to Greatness"

#DiscoverGreatness

Phipps Administration Building
Office of Instruction
345 Lakeville Road
Great Neck, New York 11020

516.441.4009
516.441.4010
Fax 516.441.4992

Curriculum Profile: Sports & Entertainment Management

<u>Department</u>	Business
<u>Course Name</u>	Sports & Entertainment Management
<u>Course Length</u>	Half Year
<u>High School Credits</u>	.5 Unit of credit
<u>Description</u>	This course will teach students about the sports/entertainment and world how they operate as businesses. Students will learn how to develop management philosophies and strategies, and promote shared decision making and public presentations
<u>Target/eligible students</u>	Student's Grades 9-12
<u>State Learning Standards Link(s)</u>	http://www.nysed.gov/curriculum-instruction/career-development-and-occupational-studies-cdos-standards
<u>Primary texts and materials</u>	<i>Sports & Entertainment Management by Kaser & Brooks</i>
<u>Scope/Sequence</u>	
<u>Unit 1 - What is Sports Management</u>	1. Basics of Management 2. Terminology 3. Different Industries
<u>Unit 2 - College/Amateur Sports</u>	1. College and Amateur Rules 2. Management Roles 3. NCAA Establishment 4. NCAA Rules
<u>Unit 3 - Professional Sports</u>	1. Leagues around the World 2. Organizing 3. Agents 4. Professional Leagues
<u>Unit 4 -Salaries</u>	1. Projections 2. Negotiations 3. Buy Outs 4. Clauses
<u>Unit 5 - Sports/Entertainment Management</u>	1. Local Sports 2. College 3. Pro Events 4. AAU
<u>Unit 6 - Event Tickets</u>	1. Sales Tactics 2. Projections 3. Promotions 4. Marketing Strategies
<u>Unit 7 - Organizing/ Staffing</u>	1. Coordination 2. Networking 3. Management 4. Education Requirements 5. Work Experience

<u>Unit 8 - Occupations in Sports/Entertainment</u>	1. Internships 2. Education 3. Other Routes 4. Opportunities in various industries
<u>Additional Notes</u>	