

SPORT ADMINISTRATION

Program Outline

Major:	SPRT
Length:	2 Years
Delivery:	4 Semesters
Credential:	Ontario College Diploma
Effective:	2017-2018
Location:	Barrie
Start:	Fall (Barrie)

Description

Students are provided with the knowledge, skills and experience to succeed within the sport industry. The fundamentals of business administration are introduced through courses in accounting, marketing, technology, research, and entrepreneurship. Operations in sport organizations are explored through curriculum in fundraising, sponsorship, program planning, leagues, tournament organizing and scheduling, fitness, outdoor recreation and facilities. In addition to the theoretical components of the program, practical experience is obtained through community leadership opportunities and field placements.

Career Opportunities

Graduates of this program may be eligible for entry-level positions within amateur athletic associations, professional sport organizations, sport governing bodies, regional, provincial, national and international sport competitions, municipal parks and recreation departments, college and university athletic centres, varsity and intramural programs, community facilities, resorts, private and commercial clubs, event companies, outdoor adventure centres, sport retailers, equipment manufacturers, sport related charities and foundations.

Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

- assess the political, economic and historical context when developing business strategies for a sport organization;
- perform work in compliance with relevant statutes, regulations and business practices in the sport industry;
- provide leadership in order to accomplish organizational goals;
- support the administration and operations of a sport organization;
- develop marketing strategies for a sport organization;
- use information technology and software programs relevant to the sport industry;
- employ accounting and financial information to support the operations of a sport organization;
- plan, implement and evaluate sport programs and events;
- conduct and present research to support business decision making in a sport organization;
- develop strategies for ongoing personal and professional development as a sport industry professional;
- employ environmentally sustainable practices in the sport industry;
- apply entrepreneurial strategies to respond to opportunities in the sport industry.

The Program Progression:

Fall Intake - Barrie

Sem 1	Sem 2	Sem 3	Sem 4
-----	-----	-----	-----
Fall 2017	Winter 2018	Fall 2018	Winter 2019

Admission Requirements:

OSSD or equivalent with

-Grade 12 English (C or U)

-any Grade 11*or 12 Mathematics (C,M or U)

*Minimum of 60% in Grade 11 College or University level Mathematics (MBF3C or MCF3M)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: www.georgiancollege.ca/admissions/policies-procedures/

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit Transfer Centre website for details:
www.georgiancollege.ca/admissions/credit-transfer/

Criminal Reference/Vulnerable Sector Check:

Placement agencies require an up-to-date clear criminal reference check and vulnerable sector check prior to going out on placement. Students should obtain their criminal reference three months prior to placement; checks conducted earlier may not be considered current. As some jurisdictions require longer lead-time for processing, please check with the program coordinator to ensure you allow for sufficient turn-around time. It is the student's responsibility to provide the completed document prior to placement start.

NOTE: A record of criminal offences, for which a pardon has not been granted, may prevent students from completing their placements, thereby affecting their ability to graduate.

Additional Information:

Students are required to have Level HCP CPR and Standard First Aid on admission to the program (on-line courses are not acceptable). It is the student's responsibility to renew their Level HCP CPR certification annually while in the Program. Students are asked to submit a copy of their current Level HCP CPR and Standard First Aid certificate to the coordinator of the program at registration.

Graduation Requirements:

- 17 Mandatory Courses
- 2 Communications Courses
- 3 General Education Courses
- 2 Field Placements

Graduation Eligibility:

To graduate from this program, the passing weighted average for promotion through each semester, from year to year, and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester unless otherwise stated on the course outline.

Mandatory Courses

ACCT1013 Accounting Fundamentals
COMP1058 Technology in Recreation and Fitness
ENTR2009 Entrepreneurship and Small Business
FITN1002 Fitness and Wellness
MKTG1000 Introduction to Marketing
REAS2003 Research in Recreation and Sport
RECR1001 Program Planning
RECR1002 Event Planning
RECR2001 Outdoor Recreation and Environmental Sustainability
RECR2003 Administration Practices
RECR2004 Trends and Opportunities in Recreation
RECR2005 Facility Operations
SPRT1000 Introduction to Sport Administration
SPRT1001 Sport Organizations in Canada
SPRT2000 Sport Fundraising and Sponsorship
SPRT2001 Leagues and Tournaments
TOUR2014 Sports Tourism

Communications Courses

To be selected at time of registration from the College list, as determined by testing.

General Education Courses

To be selected from College list

Field Placements

SPRT2002 Field Placement 1
SPRT2003 Field Placement 2

Course Descriptions:

ACCT1013 Accounting Fundamentals 42.0 Hours

This introductory course is based on the need for non-financial personnel to understand basic accounting techniques, financial statements used in a business and accounting for service operations necessary to operate a successful business.

COMP1058 Technology in Recreation and Fitness 42.0 Hours

This course is designed to expose students to hardware and software which is relevant to sport, recreation, fitness, health promotion, and leisure services. The course focuses

on those technologies used for administrative, management, financial, and planning aspects of business.

ENTR2009 Entrepreneurship and Small Business 42.0 Hours

This course deals with establishing and operating a small business. Emphasis is placed on using business techniques, acquired in previous courses, to assist in developing a comprehensive understanding of the skills and abilities needed to succeed.

FITN1002 Fitness and Wellness 42.0 Hours

This course will provide students with the knowledge, skills and abilities necessary to integrate healthy living strategies in a variety of recreational settings. Students will conduct a nutrition, fitness and wellness inventory and analysis. A diversity of recreation and fitness initiatives will be explored through self-driven and planned activities. There will be gym sessions connected with this course.

MKTG1000 Introduction to Marketing 42.0 Hours

This is an overview course with primary focus on marketing products and services to the ultimate consumer. Emphasis is placed on the basic marketing premise that customer needs must be satisfied in order to achieve company objectives. The student gains insight into the complex and interdependent variables involved in developing successful marketing strategies. The strategic marketing planning process is introduced, along with the specific concepts and principles involved in the four key components of the marketing plan - Product, Price, Distribution, and Promotion Strategies.

REAS2003 Research in Recreation and Sport 42.0 Hours

Students will develop and strengthen research skills by conducting relevant research assignments including a major needs assessment project. Areas of study include: development of appropriate survey tools, evaluation and interpretation of research data and preparation of professional research and planning reports in a recreation context.

RECR1001 Program Planning 42.0 Hours

Students will plan, develop, implement and evaluate recreation and leisure programs. Theoretical and active learning strategies will address the purpose, principles and components of programming. Students will lead activities for a wide variety of populations.

RECR1002 Event Planning 42.0 Hours

This course introduces students to the principles, concepts and steps involved in planning and executing successful events. Emphasis is placed on the significance of research. Topics include organizational structure, community participation and volunteerism, logistics, media relations, finances, sponsorship, promotion, evaluation and risk management.

RECR2001 Outdoor Recreation and Environmental Sustainability 42.0 Hours

This course is designed to present active classroom and outdoor experiences which will provide students with a multifaceted understanding of natural environments, including parks and protected areas. As well, students will explore the use of outdoor recreation as a means for achieving personal and group goals such as: team building, leadership, motivation, and problem solving. The course will also explore environmental impacts of recreation in the outdoors and more sustainable alternatives.

RECR2003 Administration Practices 42.0 Hours

Students will acquire essential administration skills for recreation, leisure, fitness and health promotion settings specifically dealing with budgeting, staffing, membership services and program delivery strategies. Special attention will be paid to conflict resolution, group facilitation, and applying the principles and practices of volunteerism. Students will utilize current software programs used by administrators in their daily routines.

RECR2004 Trends and Opportunities in Recreation 42.0 Hours

This capstone course covers a range of important and current topics in recreation. Students will research a topic of personal interest that either builds on or branches out from prior learning in this program. The second part of the course will be a seminar series facilitated by student teams and will integrate skills and knowledge developed within the program.

RECR2005 Facility Operations 42.0 Hours

This course provides students with the knowledge and skills that will enable them to contribute to the safe and effective management of recreation facilities with a focus on the fiscal and social benefits of these facilities to communities. Topics include facility development, design, operations, maintenance, scheduling and supervision.

SPRT1000 Introduction to Sport Administration 42.0 Hours

Students are introduced to components of sport business. Various topics include the historical, socio-cultural, political and economic parameters that influence sport from a global perspective. Strategies for ongoing personal and professional development are examined.

SPRT1001 Sport Organizations in Canada 42.0 Hours

Various levels and types of Canadian sport organizations are explored including recreational to competitive sport, local to international, and youth to adult. Emphasis will also be placed on recognizing the involvement of government in sport, and the key statutes and regulations that govern sport.

SPRT2000 Sport Fundraising and Sponsorship 42.0 Hours

Students review the strategies used for generating revenue through fundraising and sponsorship. Topics include: proposal writing, the role of foundations in grant requests, fundraising initiatives, major gifts, donations, legacy gifts, stewardship, donor

recognition, legislation, tax implications, public relations, media, and corporate sponsorship. Trends, issues and innovations in fundraising and sponsorship are also studied.

SPRT2001 Leagues and Tournaments 42.0 Hours

Students examine the administrative and operational functions, duties and responsibilities that are required to operate successful teams, leagues and tournaments. Topics include league governance and structure, scheduling, officials, sanctioning events, team travel, player eligibility and conduct, community participation, volunteerism, logistics, public relations, media, finances, sponsorship, promotion and risk management.

SPRT2002 Field Placement 1 60.0 Hours

This field placement provides students the opportunity to apply theoretical knowledge to a work experience in a sport related business, organization or facility. Students choose a municipal, commercial, private, corporate, not for profit, registered charity or on-campus setting for their field placement.

SPRT2003 Field Placement 2 120.0 Hours

This field placement builds on previous work experience in a sport related business, organization or facility. Students choose a municipal, commercial, private, corporate, not for profit, registered charity or on-campus setting for their field placement.

P- SPRT2002 Field Placement 1

TOUR2014 Sports Tourism 42.0 Hours

In industrialized countries, sports tourism contributes between 1 and 2 percent of the GNP "Simon Hudson". Sport Tourism refers to vacations that include playing or watching competitive or non-competitive sports or participating in recreation or leisure activities. Topics covered in this course include: sport industries, politics in sport, sport marketing, and sport facility operation. Sports have become a major demand generator for many countries around the world and consequently the growth and status of this phenomenon is a major aspect of this course. The process of creating proposals and bids for sport events will also be discussed.

Course Description Legend

P = Prerequisite; C = Concurrent prerequisite; CO= Corequisite

Information contained in College documents respecting programs is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs. The college reserves the right to add or delete programs, options, courses,

timetables or campus locations subject to sufficient enrolment, and the availability of courses.