

SPORT ADMINISTRATION

Program: SPRT

Credential: Ontario College Diploma

Delivery: Full-time

Work Integrated Learning: 2 Field Placements

Length: 4 Semesters

Duration: 2 Years

Effective: Fall 2023, Winter 2024

Location: Barrie

Description

Students develop 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, and facility operations. In addition to the theoretical components of the program, practical experience is obtained through community leadership opportunities and field placements. New to the Sport Administration program are The Business of Esports and Scouting and Sport Team Operations courses.

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:

1. assess the political, economic and historical context when developing business strategies for a sport organization;
2. adhere to relevant statutes, regulations and business practices in the sport industry to ensure consistency and currency across development and delivery;
3. provide leadership in order to accomplish organizational goals;
4. support the administration and operations of a sport organization using financial, marketing, administrative, planning and scheduling skills;
5. create marketing and social media strategies that improve identity and brand awareness for sport organizations;
6. use a variety of current and trending sport industry software to support the administrative operations of an organization;
7. employ accounting and financial information to support the operations of a sport organization;
8. develop, coordinate, implement and evaluate a variety of sport programs, events, game day events, tournaments and leagues that meet the needs of the organization and end users;

9. conduct and present research to support business decision making in a sport organization;
10. develop strategies for ongoing personal and professional development as a sport industry professional;
11. promote responsible sport development through the use of sustainable, accessible and ethical practices;
12. apply entrepreneurial strategies to respond to opportunities in the sport industry.

Program Progression

The following reflects the planned progression for full-time offerings of the program.

Fall Intake

- **Sem 1:** Fall 2023
- **Sem 2:** Winter 2024
- **Sem 3:** Fall 2024
- **Sem 4:** Winter 2025

Winter Intake

- **Sem 1:** Winter 2024
- **Sem 2:** Fall 2024
- **Sem 3:** Winter 2025
- **Sem 4:** Fall 2025

Admission Requirements

- Ontario Secondary School Diploma (OSSD) or equivalent, or mature student status
- Grade 12 English (C or U)
- any Grade 11¹ or 12 Mathematics (C,M or U)

¹ 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/academic-regulations/ (<https://www.georgiancollege.ca/admissions/academic-regulations/>)

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 for Prior Learning website for details: www.georgiancollege.ca/admissions/credit-transfer/ (<https://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 recommended to have Standard First Aid and CPR on admission to the program (on-line courses are not acceptable). It is the student's responsibility to renew their Standard First Aid and CPR certification annually while in the program. Students are asked to submit a copy of their current Standard First Aid and CPR certificate to the coordinator of the program.

Graduation Requirements

- 16 Program Courses
- 1 Option Course
- 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.

Program Tracking

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

Semester 1		Hours
Program Courses		
COMP 1058	Technology in Administration	42
REAS 2003	Research in Recreation and Sport	42
RECR 1001	Program Planning	42
SPRT 1000	Introduction to Sport Administration	42
Communications Course		
Select 1 course from the Communications list during registration		42
General Education Course		
Select 1 course from the General Education list during registration		42
Hours		252
Semester 2		
Program Courses		
ACCT 1013	Accounting Fundamentals	42
FITN 1002	Fitness and Wellness	42
MKTG 1000	Introduction to Marketing	42
SPRT 1001	Sport Organizations in Canada	42
Communications Course		
Select 1 course from the communications list during registration		42
General Education		
Select 1 course from the General Education list during registration		42
Hours		252
Semester 3		
Program Courses		

BUSI 2025	The Business of Esports	42
RECR 2003	Sport and Recreation Administration	42
RECR 2005	Sport and Recreation Facility Operations	42
SPRT 2000	Sales, Fundraising and Sponsorship	42
SPRT 2001	Leagues, Tournaments and Events	42
Field Placement		
SPRT 2002	Field Placement 1	60
Hours		270
Semester 4		
Program Courses		
RECR 2004	Trends in Sport	42
TOUR 2014	Sports Tourism	42
SPRT 2004	Scouting and Sport Team Operations	42
General Education Course		
Select 1 course from the general education list during registration		42
Field Placement		
SPRT 2003	Field Placement 2	120
Students registered as January intake Semester 1 will take Field Placement 1 in the 2nd year winter semester and Field Placement 2 in the 2nd year fall semester.		
Option Courses		
Select 1 course from the Option list during registration		42
Hours		330
Total Hours		1104

Code	Title
Optional Courses	
ENTR 1000	Social Entrepreneurship
ENTR 2009	Entrepreneurship and Small Business
RECR 1002	Event Planning
RECR 2001	Outdoor Recreation and Environmental Sustainability

Graduation Window

Students unable to adhere to the program duration of two years (as stated above) may take a maximum of four years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

Disclaimer: The information in this document 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.

Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.