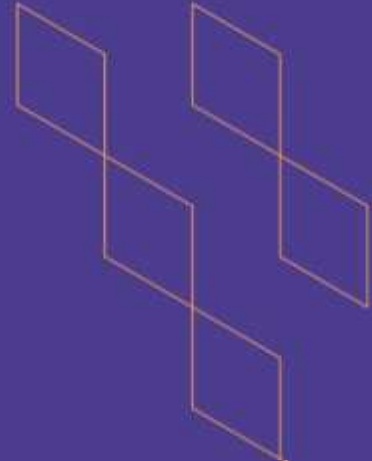




T-104
2022

Course Specification



Course Title:	Sports Business Management
Course Code:	BA4312
Program:	BA Degree in Business Administration
Department:	Business Administration
College:	College of Business
Institution:	Umm Al-Qura University
Version:	2
Last Revision Date:	29/01/2023



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A. General information about the course:

Course Identification	
1. Credit hours:	4
2. Course type	
a.	University <input type="checkbox"/> College <input type="checkbox"/> Department <input checked="" type="checkbox"/> Track <input type="checkbox"/> Others <input type="checkbox"/>
b.	Required <input checked="" type="checkbox"/> Elective <input checked="" type="checkbox"/>
3. Level/year at which this course is offered:	Level 11
4. Course general Description This course will provide students with an overview of sport management and leadership concepts and practice. Course content will represent a variety of sport management concepts, segments, theories, and applications. Topics include the history of sport management, youth, community and scholastic sport and recreation, professional and international sport, the relevance and practice of managerial and leadership concepts within sport, typical settings and opportunities for sport leaders, diversity and ethical issues in sport, sustainability practices in sport, as well as a discussion of sport management education and research.	
5. Pre-requirements for this course (if any): BA1302	
6. Co- requirements for this course (if any):	
7. Course Main Objective(s) The course aims to equip students with the necessary knowledge and skills to better understand the rapidly growing sport industry.	

1. Teaching mode (mark all that apply)

No	Mode of Instruction	Contact Hours	Percentage
1.	Traditional classroom	30	75%
2.	E-learning		
3.	Hybrid <ul style="list-style-type: none"> • Traditional classroom • E-learning 	10	25%
4.	Distance learning		



2. Contact Hours (based on the academic semester)

No	Activity	Contact Hours
1.	Lectures	30
2.	Laboratory/Studio	
3.	Field	
4.	Tutorial	
5.	Others (specify) (Discussions and Applications)	10
	Total	40

B. Course Learning Outcomes (CLOs), Teaching Strategies and Assessment Methods

Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
1.0	Knowledge and understanding			
1.1	Analyze the sports industry and explain its segment	K4	Lectures and case studies	Exams, Assignments, class engagement, and Projects
1.2	Discuss the opportunities and challenges in the sports industry and how to manage them	K3	Lectures and case studies	Exams, Assignments, class engagement, and Projects
2.0	Skills			
2.1	Develop critical thinking skills to evaluate major challenges in the sports industry	S1	Lectures and case studies	Exams, Assignments, class engagement, and Projects
2.2	Apply managerial skills in various situations in the sports industry	S2	Lectures and case studies	Exams, Assignments, class engagement, and Projects



Code	Course Learning Outcomes	Code of CLOs aligned with program	Teaching Strategies	Assessment Methods
2.3	Apply relevant tools to manage sports organizations professionally	S3	Lectures and case studies	Exams, Assignments, class engagement, and Projects
3.0	Values, autonomy, and responsibility			
3.1	Develop an appreciation for diversity and inclusiveness in the sports industry	V1	Lectures and case studies	Assess each group achievements
3.2	Demonstrate teamwork abilities during class activities	V3	Lectures and case studies	Group members evaluate the group leader.

C. Course Content

No	List of Topics	Contact Hours
1	Introduction to sports management and the sports industry	8
2	Management and Leadership in the sports industry	4
3	Sociological Aspects of Sport	4
4	Professional Sports	4
5	Sports Marketing	4
6	Sports Consumer Behavior	4
7	Economics and Finance in the Sports industry	4
8	Management of Sporting Events	4
9	Sports Analytics	4
Total		40





D. Students Assessment Activities

#	Assessment task*	Week Due	Percentage of Total Assessment Score
1	Class Engagement	1-10	10
2	Assignments	3-8	10
3	Midterm	6	20
4	Project	10	20
5	Final Exam	11-12	40
6			
7			
8			

*Assessment task (i.e., written test, oral test, oral presentation, group project, essay, etc.)

E. Learning Resources and Facilities

1. References and Learning Resources

Essential References	Contemporary Sport Management, 6th Edition, by: Pedersen & Thibault)
Supportive References	
Electronic Materials	<ul style="list-style-type: none"> https://hbsp.harvard.edu/
Other Learning Materials	Blackboard-Learning Management System (LMS). "https://www.youtube.com/watch?v=93JeyqBTtKc"

2. Required Facilities and equipment

Items	Resources
facilities (Classrooms, laboratories, exhibition rooms, simulation rooms, etc.)	Classroom, lab
Technology equipment (projector, smart board, software)	Data Show, Smart Board , , software
Other equipment (depending on the nature of the specialty)	None





F. Assessment of Course Quality

Assessment Areas/Issues	Assessor	Assessment Methods
Effectiveness of teaching	Chair, Students, External Stakeholders and quality Department and quality committee	Open discussions with the students Anonymous surveys
Effectiveness of students assessment	Chair, Students, External Stakeholders and quality Department and quality committee	Checking marking by the students themselves if it's possible Using the help of other members in reviewing the assignments/exams
Quality of learning resources	Chair, Students, External Stakeholders and quality Department and quality committee	Review of course portfolios Instructor assessment by students
The extent to which CLOs have been achieved	Chair, Students, External Stakeholders and quality Department and quality committee	Course specifications are periodically reviewed at the departmental level. Courses are updated periodically and compared to the benchmark standards.
Other		

Assessor (Students, Faculty, Program Leaders, Peer Reviewer, Others (specify))

Assessment Methods (Direct, Indirect)

G. Specification Approval Data

COUNCIL /COMMITTEE	BA DEPARTMENT
REFERENCE NO.	
DATE	28/01/2023

