

SPORT MANAGEMENT INTERDISCIPLINARY MINOR

The Sports Management Institute

Interdisciplinary Minor Coordinator/Instructor:

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The Sport Management Interdisciplinary Minor will provide undergraduate students with an overview of the sport industry from an interdisciplinary perspective. Students in this minor will acquire skills in various aspects of the sport industry, including management and marketing of sport, sport law, diversity management, and leadership. Students participating in the minor will be exposed to theory-to-practice content through an emphasis on case studies pedagogical approaches. Student will also have the opportunity to engage in experiential learning.

Learning Objectives

Students will:

1. Identify and analyze ethical, legal, and socio-cultural issues, and formulate responses for use in managerial decision making and policy determinations in sport.
2. Identify and apply organizational theories and frameworks to the practice of sport management leadership and policy.
3. Respond to and engage collaboratively with diverse stakeholders and communities to address social challenges.
4. Employ appropriate methodologies and techniques manage strategic planning, as well as financial and human resource management.
5. Assess marketing and media needs and formulate short term and long-term solutions.
6. Develop and demonstrate, execute, and evaluate a sports event.
7. Reflect critically and develop collaborative solutions to address challenges of emerging issues concerning sport management and policy.