Area of Interest: Business

Sport Business Management

Ontario College Graduate Certificate
Academic Year: 2019/2020
42 Weeks
Program Code: 6073X01FWO
Ottawa Campus

Our Program

**Turn your passion for sport into a rewarding business career.**

The Sport Business Management Ontario College Graduate Certificate program prepares you for an exciting career in the ever-growing, multi-billion dollar sports industry.

The program positions you to work in the management and business aspects of the sports industry. Study in Canada’s capital, where there are professional sports franchises and more national governing sport bodies and multi-sport organizations than any city in Canada.

Receive cross-disciplinary training and sport management professional preparation. Learn:

- event planning and management
- sport bidding and hosting
- sport tourism
- sport marketing
- sport finance and economics
- sport sponsorship
- ticket sales

Your program experience includes team work, case studies, role playing, and a variety of applied assignments. Connect with business management within the sport industry, with access to influential industry leaders, who share their experiences in the classroom. The program includes an intensive, hands-on work placement. For a minimum of 16 hours per week, you can apply your skills and knowledge to projects with organizations and clients in the sport industry. Network with industry professionals as you complete your work placement activities. Many students take advantage of these opportunities and receive further placement hours.

Employment

Graduates may be employed in a wide range of sport management activities: event planning; sales; marketing; facility management; and, business administrative positions within professional sport, national and provincial sport governing bodies, public agencies, community recreation departments, sporting goods companies, sport marketing agencies, sport agent operations and athletic service organizations.

Learning Outcomes

The graduate has reliably demonstrated the ability to:

- Communicate information related to sport business persuasively, accurately and credibly in oral, written, and graphic format.
- Apply computer skills and knowledge to support sport business management functions.
- Create and implement sport sponsorship packages.
• Identify and develop advanced management competencies.

• Analyze the impact of various international economic, legal, cultural, geographical, and political systems on international sports organization.

• Identify and analyze areas of civil law and governance that are relevant to the sport industry.

• Develop ongoing strategies and plans to enhance personal and professional growth and promote development as sport professional executive.

• Apply accounting and financial management skills to the analysis and management of a sport enterprise.

• Effectively manage the development of staff and volunteers to optimize their contribution to a sports enterprise or event.

• Transfer theoretical understanding to work in a variety of sports organizations, practicing as a competent, professional sports manager who respects legal and ethical standards.

• Research, analyze, and systematically solve problems and make decisions using higher order thinking skills to develop strategies to meet information needs of internal and external sport stakeholders.

• Participate in the development and execution of sport business plans and manage risk.

• Create, plan, bid and implement sport and special events which respond to identified needs and maximize the delivery of the personal, social, environmental, and economic benefits of sport tourism.

• Develop and execute a strategic sport marketing plan including marketing objectives, marketing mix, strategies, budgetary considerations and evaluation criteria.

• Develop customer service strategies to meet the needs of all internal and external sport business customers.

• Develop and implement selling strategies for spectator sport events.

• Identify and apply discipline-specific practices that contribute to the local and global community through social responsibility, economic commitment and environmental stewardship.

Program of Study

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<tr>
<th>Level: 01</th>
<th>Courses</th>
<th>Hours</th>
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<tr>
<td></td>
<td>MGT2120 Introduction to Sport Management</td>
<td>42.0</td>
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<td>MGT2123 Sport Financial Management</td>
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<td>MGT2124 Driving Revenue in Sport</td>
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<td>MGT2125 Field Work I</td>
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<td>MGT2130 Communication in Sport</td>
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<td>MGT2139 Sport Tourism</td>
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<td>MGT2128 Marketing Sport</td>
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<td>MGT2129 Special Event and Bid Planning</td>
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<td>MGT2131 Field Work II</td>
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<td>MGT2132 Legal and Ethical Issues of Sport</td>
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<td>MGT2142 Game Day Operations</td>
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<td>MGT2143 Advanced Presentation Skills</td>
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<tr>
<td></td>
<td>MGT2133 Sport Business Leadership</td>
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Fees for the 2019/2020 Academic Year

Tuition and related ancillary fees for this program can be viewed by using the Tuition and Fees Estimator tool at https://www.algonquincollege.com/fee-estimator.

Further information on fees can be found by visiting the Registrar’s Office website at https://www.algonquincollege.com/ro.

Fees are subject to change.

Additional program related expenses include:

Books and supplies cost approximately $750 per level. Supplies can be purchased at the campus store. For information about books, go to https://www.algonquincollege.com/coursematerials/. Field trip expenses of approximately $600 per year are also the responsibility of the student.

Admission Requirements for the 2020/2021 Academic Year

Program Eligibility

• Ontario College Diploma, Ontario College Advanced Diploma or Degree or equivalent.

• International applicants must provide proof of the subject specific requirements noted above along with proof of either: (IELTS / TOEFL) IELTS-International English Language Testing Service (Academic) Overall band of 6.5 with a minimum of 6.0 in each band; OR TOEFL-Internet-based (iBT)-overall 88, with a minimum of 22 in each component: Reading 22; Listening 22; Speaking 22; Writing 22.

• Applicants with international transcripts must provide proof of the subject specific requirements noted above and may be required to provide proof of language proficiency.

Admission Requirements for 2019/2020 Academic Year

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Application Information

SPORT BUSINESS MANAGEMENT
Program Code 6073X01FWO

Applications to full-time day programs must be submitted with official transcripts showing completion of the academic admission requirements through:

ontariocolleges.ca
60 Corporate Court
Guelph, Ontario N1G 5J3
1-888-892-2228
Students currently enrolled in an Ontario secondary school should notify their Guidance Office prior to their online application at [http://www.ontariocolleges.ca/](http://www.ontariocolleges.ca/).

Applications for Fall Term and Winter Term admission received by February 1 will be given equal consideration. Applications received after February 1 will be processed on a first-come, first-served basis as long as places are available.

International applicants please visit this link for application process information: [https://algonquincollege.force.com/myACint/](https://algonquincollege.force.com/myACint/)

For further information on the admissions process, contact:

Registrar’s Office  
Algonquin College  
1385 Woodroffe Ave  
Ottawa, ON K2G 1V8  
Telephone: 613-727-0002  
Toll-free: 1-800-565-4723  
TTY: 613-727-7766  
Fax: 613-727-7632  
Email: [mailto:AskUs@algonquincollege.com](mailto:AskUs@algonquincollege.com)

**Additional Information**

Programs at Algonquin College are Bring Your Own Device (BYOD). To see the BYOD requirements for your program, please visit: [https://www7.algonquincollege.com/byod/](https://www7.algonquincollege.com/byod/)

In order to progress from one program level to the next level, as well as graduate from the program, students must attain an overall average grade of 60% (or a C- or a 1.7 GPA).

Within the field placement courses, students are required to participate in at least three special projects per term, with the coordinator’s approval, in addition to field placements.

For more information, please contact Dave Best, Professor and Program Coordinator, at 613-727-4723 ext. 3513 or [mailto:bestd@algonquincollege.com](mailto:bestd@algonquincollege.com).

**Course Descriptions**

**MGT2120 Introduction to Sport Management**

Students are introduced to the fundamental role and functions of management in a sports environment. They become familiar with how an organization sets its mission and achieves its goals and objectives through effective operational planning. An overview of the sport business career market and skills required to become a successful sport manager prepares students for their educational working experience. The study of business plan development, case studies (SWOT) and strategic reviews are also examined.

Prerequisite(s): none  
Corerequisite(s): none

**MGT2123 Sport Financial Management**

Through a case-study approach, students learn how individuals, non-profit organizations, government and the private sector use basic financial management operations and financial planning techniques. Students are provided an overview of the basic financial statements, budget development, revenue generation, cost management, economic trends, out-sourcing, time value of money, capital and operational budgeting and cost of capital. Focus is on developing, analyzing, planning, articulating and managing the sport organization budget.

Prerequisite(s): none  
Corerequisite(s): none

**MGT2124 Driving Revenue in Sport**

Students learn how sports teams sell tickets and how any organizing group can sell tickets to
special events. What ticketing programs do teams offer: full season seats, mini-plans, group sales, game day sales, special sales? How do teams effectively communicate their message to the public? Students focus on a major part of the communication mix - the sales process. Areas of study include understanding and applying the steps in the selling process, developing a sales strategy, monitoring sales, and applying online sales and selling techniques. Students sell Ottawa Senators Hockey Club tickets while concurrently raising funds for program activity.

Prerequisite(s): none
Corerequisite(s):none

MGT2125 Field Work I

Students receive practical experience in a professional workplace setting; they work for a professional or amateur sport business, service or organization. Progress is monitored through contact between the employer and student. The onus is placed on the individual student to find his/her field placement with the support of faculty.

Prerequisite(s): none
Corerequisite(s):none

MGT2126 Sport Economics

Students examine basic economic principles applied to sport, assess essential elements of business plans for sport organizations and investigate the economic impact of hosting sporting events. Students look at societal factors that impact the operation of contemporary sport, with emphasis on industrial, public and labour-related economic factors. Students are introduced to the organizational business structure of professional sport teams (NHL, CFL, MLB, NBA) and other similar sport-related operations and cross-related collective bargaining agreements. Students prepare economic impact elements of a sport bid’s business plan for class presentation.

Prerequisite(s): none
Corerequisite(s):none

MGT2128 Marketing Sport

An understanding of marketing and sales principles, practices and skills is provided. Particular emphasis is placed on examining product strategy, product management, price management, distribution and promotions. Students develop a marketing plan for a variety of sport-related industries. Students analyze the role that marketing plays within a sport team or organization and how this eventually translates to financial success for the organization. Marketing platforms, online uses, direct and mass marketing campaigns, promotions, delivery of expectations from corporate sponsors, community development, merchandising and brand development are explored.

Prerequisite(s): none
Corerequisite(s):none

MGT2129 Special Event and Bid Planning

Students learn how to create and manage complex projects on time and within budget utilizing a project management framework. The planning, organizing and staging of sport and special events are explored within the context of strategic planning, marketing strategies, the bidding process, volunteerism, program administration, critical path, timelines, as are the tasks required to be accomplished before, during and after the event. A main focus is the team development of a competitive bid to host a specific sporting event (e.g. Canada Games, Canadian sport-specific championships).

Prerequisite(s): none
Corerequisite(s):none

MGT2130 Communication in Sport

The ability to communicate one’s message to specific audiences is critical to students’ preparation for and success in the business environment. Students develop and enhance the communication
skills frequently utilized by the sport administrator. The preparation and adoption of major reports, business summaries, proposals, ethics, planning and conducting meetings, organizational communications, and primary and secondary research methods are reviewed. Students explore how to attract and retain media interest in events or programs, how to deal with the media, and how to conduct media conferences and write media releases. Students write weekly media releases in-class and participate in a major sport media event.

Prerequisite(s): none
Corerequisite(s): none

MGT2131 Field Work II

Students apply acquired academic knowledge in a supervised workplace setting including a professional or amateur sport business or organization. Progress is monitored through contact with the employer and student. The onus is placed on the individual student to find their field placement with the support of faculty.

Prerequisite(s): none
Corerequisite(s): none

MGT2132 Legal and Ethical Issues of Sport

Focus is on the legal aspects of the sport organization in Canada. The ethical considerations and dilemmas involved in decision making in sport are explored. Legal and ethical issues are discussed within the context of the contemporary business of sport. Topics include public regulation of sport, athletes’ rights, competition law, labour law, players’ contracts, criminal and civil liability and market rights. A speculative and philosophical approach to ethical issues in competition, sportsmanship, cheating and violence in sport, the use of performance-enhancing drugs, equality and excellence and gender equity is adopted. Legal necessities of hosting sporting events are examined.

Prerequisite(s): none
Corerequisite(s): none

MGT2133 Sport Business Leadership

Leadership is a continually evolving and critical role within any organization. The new role is focused on employee empowerment, team dynamics, and the processes deployed to motivate and facilitate skilled employees towards the organizational goals and objectives within a dynamic global economy. Students study and experience self-management skills, group dynamics, problem-solving techniques, decision making, conflict management strategies and change management.

Prerequisite(s): none
Corerequisite(s): none

MGT2134 Corporate Sport Sponsorship

Corporate sponsorship drives today’s sports teams and organizations. Without corporate support, sport is reliant on member fees and public subsidy. Students understand the role of corporate sponsorship for sport teams and sport organizations. Students evaluate and analyze naming rights, line-of-sight advertising, TV and radio sponsorship, in-venue signage, outdoor advertising and corporate promotions. Endorsement value for star athletes from the athlete’s perspective and the sponsor’s perspective are explored. Students also understand the needs of the corporate sponsor and how one addresses those needs. ROI mechanisms (how sponsors evaluate the success of the sponsorship), research prior to the sales pitch and the actual pitch that teams/organizations make to land corporate sponsors successfully, negotiation strategies and techniques and basic contract structures are covered. A mandatory two-day workshop highlights the term.

Prerequisite(s): none
Corerequisite(s): none

MGT2136 Sport Matters

Much of the sport management industry has an emphasis on creating and managing complex
projects that are on time and within budget, and are consistent within the Canadian Sport Policy. Designed as a consolidation course, students practise the skills developed in other courses. Focus is on project management, accountability, delegation and reporting mechanisms in the national sport system. In close consultation with the national Sport Matters Group, students study and monitor the important contribution that sport makes to society and how Canadian sport leaders collaborate in advancing sport and public policy.

Prerequisite(s): none  
Corerequisite(s): none

MGT2137 Field Work III

One of the key strengths of the program is the field work experience, which offers students the opportunity to apply the academic knowledge they have acquired in the previous two levels in a supervised workplace setting. Students work for a professional or amateur sport business or organization. Students identify specific individual objectives, as well they receive practical experience in a professional workplace setting. The student's progress is monitored through contact between the employer and student. The onus is placed on the student to find their field placement with the support of faculty. Students prepare a detailed final report based on all three levels of their workplace experiences.

Prerequisite(s): none  
Corerequisite(s): none

MGT2139 Sport Tourism

Sport tourism is the fastest growing segment of the multi-billion dollar tourism industry. Canada enjoys a strong heritage of hosting sporting events, and the rights to host these events must be won by a bid committee and ultimately run by an organizing committee. Are these events well run, successful and profitable? How much of a community-impact is there? Do they make money? In close conjunction with the Canadian Sport Tourism Alliance (CSTA), a practical application of some industry-standard CSTA models is provided in order to answer these questions and understand Sport Tourism, including: STEAM (Sport Tourism Economic Assessment Model), Sport Event Bid Template, Business Plan Template, Event Budgeting Template, Sport Tourism Planning Template and View Team Event Software among others.

Prerequisite(s): none  
Corerequisite(s): none

MGT2140 Sport Research

Students are exposed to research methodology techniques and practices in Level 01 and begin researching and identifying their area of interest. By Level 02 students select an independent area of study and identify their research mentor. Third level activity is devoted to writing and completing the final research report. Examples of research activity include: developing surveys and statistics; exploring the socio-economic benefits and impacts of sport (impact analysis research); contributing to an understanding of the barriers to, and the benefits of, sport participation (council-based research); and, addressing knowledge gaps, priority areas and topical issues (targeted research).

Prerequisite(s): none  
Corerequisite(s): none

MGT2141 Sport Entrepreneurship

The sport industry is increasingly hiring short-term assistance, consultants and project specialists. Many successful sport entrepreneurs run their own business and manage their own projects. Newcomers to the industry must be prepared to be hired for a short term, and potentially working on projects for different clients at the same time. Students examine the process of entrepreneurship, concentrating on the development of skills important for small business ownership. Through experiential learning, emerging entrepreneurs make informed decisions about starting and growing their businesses. Students are exposed to industry leaders and are provided links to business organizations, seminars and events, online training and many other tools and resources which assist the emerging entrepreneur-based business world. Continuing career
opportunities in the sports industry and related fields are explored.

Prerequisite(s): none
Corerequisite(s):none

**MGT2142 Game Day Operations**

All aspects of a positive game-day experience for customers, from professional sport teams through community-based activity, are highlighted. Game day logistics, such as music selection and electronic presentation, security, guest services, parking, concessions and facilities are explored. Students also learn about various aspects of game-day entertainment, including mascot usage, special events, opening ceremonies, protocol, and optimal music and video strategies.

Prerequisite(s): none
Corerequisite(s):none

**MGT2143 Advanced Presentation Skills**

Verbal, visual and written communication tools used in the contemporary workplace are examined. Students gain knowledge and experience in both developing and delivering public presentations and speeches. The focus is on properly planning the presentation, gearing it to the audience, using technology in the presentation, delivering the presentation, concisely and succinctly making your point, or asking for the sale and making yourself clear. Students are also exposed to proper business writing styles.

Prerequisite(s): none
Corerequisite(s):none