Washtenaw Community College Comprehensive Report

BMG 167 Sports and Entertainment Agency Management
Effective Term: Fall 2024

Course Cover

College: Business and Computer Technologies
Division: Business and Computer Technologies
Department: Business
Discipline: Business Management
Course Number: 167
Org Number: 13200
Full Course Title: Sports and Entertainment Agency Management
Transcript Title: Sports & Entm't Agency Mgmt
Is Consultation with other department(s) required: No
Publish in the Following: College Catalog , Time Schedule , Web Page
Reason for Submission: New Course
Change Information:
Rationale: The purpose of this proposed class is to be part of the Sports and Entertainment Management Certificate and Associate's Degree.
Proposed Start Semester: Fall 2024
Course Description: In this course, students will learn the principles and practices involved in managing sports and entertainment agencies. The course will cover the dynamic and multifaceted field of sports and entertainment representation, including talent management, contract negotiations, marketing, and event planning. Students will explore the unique challenges and opportunities that arise in the fast-paced world of sports and entertainment management.

Course Credit Hours

Variable hours: No
Credits: 3
Lecture Hours: Instructor: 45 **Student:** 45
Lab: Instructor: 0 **Student:** 0
Clinical: Instructor: 0 **Student:** 0

Total Contact Hours: Instructor: 45 **Student:** 45
Repeatable for Credit: NO
Grading Methods: Letter Grades
Audit
Are lectures, labs, or clinicals offered as separate sections?: NO (same sections)

College-Level Reading and Writing

College-level Reading & Writing

College-Level Math

Requisites

General Education

Request Course Transfer

Proposed For:
Eastern Michigan University
Wayne State University
Other : Northwood University, University of Michigan (Dearborn)

Student Learning Outcomes

1. Identify relevant elements of the sports and entertainment agency industry, its history, and its current landscape.
    Assessment 1
    Assessment Tool: Outcome-related departmental exam questions
    Assessment Date: Fall 2027
    Assessment Cycle: Every Three Years
    Course section(s)/other population: All sections
    Number students to be assessed: All students
    How the assessment will be scored: Answer key
    Standard of success to be used for this assessment: 70% of students will score 70% or higher on the outcome-related questions.
    Who will score and analyze the data: Departmental faculty

2. Evaluate the sociocultural impact of agents on the sports and entertainment industry.
    Assessment 1
    Assessment Tool: Outcome-related project
    Assessment Date: Fall 2027
    Assessment Cycle: Every Three Years
    Course section(s)/other population: All sections
    Number students to be assessed: All students
    How the assessment will be scored: Rubric
    Standard of success to be used for this assessment: 70% of students will score 70% or higher.
    Who will score and analyze the data: Departmental faculty

3. Recognize the economic impact of agents on sport and entertainment industries.
    Assessment 1
    Assessment Tool: Outcome-related departmental exam questions
    Assessment Date: Fall 2027
    Assessment Cycle: Every Three Years
    Course section(s)/other population: All sections
    Number students to be assessed: All students
    How the assessment will be scored: Answer key
    Standard of success to be used for this assessment: 70% of students will score 70% or higher on the outcome-related questions.
    Who will score and analyze the data: Departmental faculty

Course Objectives

1. Develop an appreciation for sport and entertainment as it affects our society and shapes our culture.
2. Compare the theoretical and applied foundations of sport and entertainment in society.
3. Identify the functions of social institutions.
4. Differentiate major theoretical approaches.
5. Define key concepts of culture and socialization.
6. Analyze the roots of social inequality in sports and entertainment.
7. Identify the impact on behavior of changes in the sport and entertainment society
8. Explain the foundation for social change (ex. social movements).
9. Discuss sociological perspectives on domestic and global topics.

New Resources for Course

Course Textbooks/Resources

Textbooks

    Coakley J.. *Sports in Society*, 11th ed. McGraw-Hill , 2014, ISBN: 9780078022524.

Manuals

Periodicals

Software

Equipment/Facilities

Level I classroom

Reviewer	Action	Date
Faculty Preparer:		
Anthony Terry	*Faculty Preparer*	*Oct 30, 2023*
Department Chair/Area Director:		
Douglas Waters	*Recommend Approval*	*Nov 01, 2023*
Dean:		
Eva Samulski	*Recommend Approval*	*Nov 02, 2023*
Curriculum Committee Chair:		
Randy Van Wagnen	*Recommend Approval*	*Jan 07, 2024*
Assessment Committee Chair:		
Jessica Hale	*Recommend Approval*	*Jan 08, 2024*
Vice President for Instruction:		
Brandon Tucker	*Approve*	*Jan 09, 2024*