SPORT MANAGEMENT

Contact Information
Sport Management
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Sport Management is an interdisciplinary field of study that draws from a wide range of academic disciplines, including business, management, law, and communication. The thoroughly interdisciplinary emphasis of the sport management major aims to educate students in the skills and theory necessary to assume leadership roles both in and out of the sport industry.

Career preparation for leadership and entrepreneurial positions is the ultimate goal of the sport management major at Rice. Students will acquire a solid academic and practical foundation and thus will be competitive for opportunities that include entering the sport business industry or applying to the country's best law and business schools.

Bachelor's Programs
- Bachelor of Arts (BA) Degree with a Major in Sport Management
  - and a Major Concentration in Sport Analytics (ga.rice.edu/programs-study/departments-programs/social-sciences/sport-management/sport-management-ba-analytics-concentration)
  - and a Major Concentration in Sport Law (ga.rice.edu/programs-study/departments-programs/social-sciences/sport-management/sport-management-ba-law-concentration)
  - and a Major Concentration in Sport Leadership (ga.rice.edu/programs-study/departments-programs/social-sciences/sport-management/sport-management-ba-leadership-concentration)

Sport Management does not currently offer an academic program at the graduate level.

Chair and Professor in the Practice
Clark D. Haptonstall

Associate Professors
James G. Disch

Professors in the Practice
Diane Crossey
Tom Stallings

Lecturer
Karen Jones

Adjunct Lecturers
Joe Branch
Chris Canetti

Jeff Luhnow
Daryl Morey
Carrie Potter

For Rice University degree-granting programs:
To view the list of official course offerings, please see Rice’s Course Catalog (https://courses.rice.edu/admweb/SWKSCAT.cat?p_action=cata)
To view the most recent semester’s course schedule, please see Rice’s Course Schedule (https://courses.rice.edu/admweb/SWKSCAT.cat)

Sport Management (SMGT)
SMGT 260 - INTRODUCTION TO SPORT MANAGEMENT
Short Title: INTRO TO SPORT MANAGEMENT
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Distribution Group: Distribution Group II
Credit Hours: 3
Restrictions: Enrollment limited to students with a class of Freshman or Sophomore. Graduate level students may not enroll.
Course Level: Undergraduate Lower-Level
Description: This course is designed to: first, provide the student with an overview of the structure of the sport industry as well as issues facing sport organizations and how management techniques can be applied to solve business problems. Second, students will be introduced to the various sub-disciplines within sport management (marketing, law, sales, event management, etc). Third, students will become familiar with career opportunities in sport management. Special Registration is required for Juniors and Seniors.

SMGT 266 - LEADING WITH SERVICE
Short Title: LEADING WITH SERVICE
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Enrollment limited to students with a class of Freshman or Sophomore. Graduate level students may not enroll.
Course Level: Undergraduate Lower-Level
Prerequisite(s): SMGT 260
Description: This course will examine industry leaders in customer service, identifying the unique qualities that their employees exhibit. Students will learn the fundamentals of service delivery and various research and various research and analysis methods, then apply those in practical applications with local sports franchises. By the conclusion of this course, students will have created a customer service vision for a fictitious organization, developed training programs for employees and created measureable objectives for success. This course is for Freshmen and Sophomores only. Special Registration is required for Juniors and Seniors.
In the array of benefits provided, diverse populations receive when sports organizations use their unique issues, challenges, and opportunities of civic life and the benefits that are significant in the sport industry. This course also addresses the various ways that revenue is generated in the sport industry.

### SMGT 361 - SPORT FINANCE AND COMMUNITY ENGAGEMENT

**Short Title:** SPORT FINANCE AND COMMUNITY ENGAGEMENT  
**Department:** Sport Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Graduate level students may not enroll.  
**Course Level:** Undergraduate Upper-Level  
**Prerequisite(s):** SMGT 260 or KINE 260  
**Description:** This course will explore economic and financial principals that are significant in the sport industry. This course also addresses the issues, challenges, and opportunities of civic life and the benefits that diverse populations receive when sports organizations use their unique power to unite members of a community who otherwise might not share in the array of benefits provided.

### SMGT 362 - SPORT MARKETING

**Short Title:** SPORT MARKETING  
**Department:** Sport Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Graduate level students may not enroll.  
**Course Level:** Undergraduate Upper-Level  
**Description:** This course covers the essentials of sport marketing which includes planning, promotions, operations, and market analysis. Students will examine the fundamental principles used in the marketing of sport, products, events, and the importance of service quality. Recommended Prerequisite(s): SMGT 260 and (HUMA 201 or LEAD 321 or BUSI 296)

### SMGT 364 - SPORT LAW

**Short Title:** SPORT LAW  
**Department:** Sport Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Graduate level students may not enroll.  
**Course Level:** Undergraduate Upper-Level  
**Prerequisite(s):** SMGT 260 or KINE 260  
**Description:** This course is designed to introduce students to the American legal system and to the types of legal reasoning used by lawyers and judges. This course will also provide an overview of how various areas of sports are integrated with the American legal system.

### SMGT 365 - SPORT MEDIATION

**Short Title:** SPORT MEDIATION  
**Department:** Sport Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Graduate level students may not enroll.  
**Course Level:** Undergraduate Upper-Level  
**Prerequisite(s):** SMGT 260 and SMGT 364  
**Description:** This course introduces the core principles of mediation. Within the class each student will become familiar with the nature of conflict, have a better understanding of culture awareness, as well as the ethics within the field of mediation. Students will conduct a full mediation while maintaining neutrality, exhibiting negotiation skills, and drafting agreements.

### SMGT 366 - EVENT MANAGEMENT

**Short Title:** EVENT MANAGEMENT  
**Department:** Sport Management  
**Grade Mode:** Standard Letter  
**Course Type:** Lecture  
**Credit Hours:** 3  
**Restrictions:** Graduate level students may not enroll.  
**Course Level:** Undergraduate Upper-Level  
**Prerequisite(s):** (SMGT 260 or KINE 260) and SMGT 266  
**Description:** Practical application of the principles and theory related to planning, organization, and execution of sport and entertainment events. Students will case study examples of crisis management and even day coordination. During the semester, students will attend large scale events and evaluate key performance indicators. By the conclusion of this course, students will be prepared to design, run, and measure the success of events and event management teams.
SMGT 368 - ISSUES IN CONTEMPORARY SPORT
Short Title: ISSUES IN CONTEMPORARY SPORT
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 or KINE 260
Description: This class examines the social institution of sport and its consequences for American society and various social organizations ranging from leisure to professional sport. Topics such as deviance in sport, discrimination, women in sport, and ethics will be covered. This class will also review the socialization implications from participation in sport.

SMGT 376 - SPORT MANAGEMENT INTERNSHIP 1
Short Title: SPORT MANAGEMENT INTERNSHIP 1
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 or KINE 260 and (SMGT 276 or KINE 276)
Description: Internship experience for upper-level students in sport management.

SMGT 377 - SPORT MANAGEMENT INTERNSHIP 2
Short Title: SPORT MANAGEMENT INTERNSHIP 2
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 or KINE 260 and (SMGT 276 or KINE 276)
Description: Internship experience for upper-level students in sport management.

SMGT 378 - SPORT MANAGEMENT INTERNSHIP 3
Short Title: SPORT MANAGEMENT INTERNSHIP 3
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 or KINE 260 and (SMGT 276 or KINE 276)
Description: Internship experience for upper-level students in sport management.

SMGT 379 - SPORT MANAGEMENT INTERNSHIP 4
Short Title: SPORT MANAGEMENT INTERNSHIP 4
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum
Credit Hours: 1-6
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 or KINE 260 and (SMGT 276 or KINE 276)
Description: Internship experience for upper-level students in sport management. Repeatable for Credit.

SMGT 405 - RESEARCH IN SPORT MANAGEMENT
Short Title: RESEARCH IN SPORT MANAGEMENT
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Research
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (KINE 319 or STAT 280) and (SMGT 260 or KINE 260)
Description: This class is designed to provide students with experience working on actual research projects, likely with one of the professional sport franchises in Houston. At the end of the semester, the class will present its findings to the organization's upper management.

SMGT 415 - THEORIES OF HIGH LEVEL PERFORMANCE
Short Title: THEORIES-HIGH LVL PERFORMANCE
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Description: This is a class designed for students who plan to go into coaching or training. It will provide the most current information available for training elite athletes in the area of strength, power, speed, and flexibility. Experts in the field of strength training, plyometrics, speed training, and flexibility will speak. The nature and basis of elite athlete training related to exercise physiology, biomechanics, motor learning, sport psychology, and nutrition will be explored.

SMGT 430 - INTRODUCTION TO SPORT ANALYTICS
Short Title: INTRO TO SPORT ANALYTICS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 and STAT 280
Description: The focus of this course will be to provide the basics for understanding and applying analytical techniques to professional teams both on the sports side (predicting player performance and outcomes) and the business side (establishing business models). A survey into basic statistical techniques (multiple regression, discriminant analysis, etc.) will be the foundation of the class.

SMGT 440 - SPORT BUSINESS ANALYTICS
Short Title: SPORT BUSINESS ANALYTICS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 and SMGT 430
Description: In this age of Big Data, employees must be tech savvy with a strong background in computer and statistical analysis. Sport Business Analytics calls for special approaches to marketing and pricing. This course is designed to introduce the students to techniques that will allow for productive sport business analytics. Instructor Permission Required.
SMGT 460 - BUSINESS ANALYSIS IN SPORT
Short Title: BUSINESS ANALYSIS IN SPORT
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 or KINE 260
Description: This course introduces students to contracts and negotiation as well as practical experience applying those techniques through exercises and role-play designed to increase understanding and enhance learning.

SMGT 464 - ADVANCED SPORT LAW
Short Title: ADVANCED SPORT LAW
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 364
Description: This course examines legal issues impacting amateur and professional sports. Students will analyze sport cases and materials that cover multiple disciplines, including contracts, torts, constitutional law, labor and employment, and criminal law. Students will augment their learning through analysis and discussion of up-to-the-minute professional and collegiate sports law developments.

SMGT 465 - SPORT CONTRACTS AND NEGOTIATION
Short Title: SPORT CONTRACTS & NEGOTIATION
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 260 and SMGT 364
Description: This course introduces students to contracts and negotiations and how they are used in sport management. Students develop an understanding of contract language, drafting and negotiation, as well as practical experience applying those techniques through exercises and role-play designed to increase understanding and enhance learning.

SMGT 466 - SPORT PUBLIC RELATIONS
Short Title: SPORT PUBLIC RELATIONS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Lecture
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (SMGT 260 or KINE 260) and (SMGT 362 or KINE 362)
Description: An applied study of media in business and sport with an emphasis on press conferences, news releases, media-athlete relations, communications, print journalism, and community relations. Recommended Prerequisite(s): HUMA 201 or LEAD 321.

SMGT 467 - SPORTS JOURNALISM
Short Title: SPORTS JOURNALISM
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Description: Successful journalists must be able to communicate through their writing, their spoken word, and also through video. Students in this class will learn all of the different journalism formats and techniques including writing short and long articles, blogging, videos, podcasts, interviews, PR writing, social media, etc. Students will complete assignments in each of these areas. When students finish the course, they will have an updated portfolio filled with examples of their work. Recommended Prerequisite(s): SMGT 466

SMGT 470 - SPORT MANAGEMENT SEMINAR
Short Title: SPORT MANAGEMENT SEMINAR
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): (SMGT 260 or KINE 260) and (SMGT 276 or KINE 276)
Description: This course introduces students to contracts and negotiation as well as practical experience applying those techniques through exercises and role-play designed to increase understanding and enhance learning.

SMGT 490 - SEMINAR IN SPORTS ANALYTICS
Short Title: SEMINAR IN SPORTS ANALYTICS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Prerequisite(s): SMGT 430 and COMP 140 and STAT 385 and STAT 405
Description: This course is designed to be the culminating experience in the Sport Analytics Minor. It will involve working with a professional or college sports team researching a real problem. Also, selected speakers will discuss cutting edge research in the field of Sports Analytics. Instructor Permission Required. Repeatable for Credit.

SMGT 495 - INDEPENDENT STUDY
Short Title: INDEPENDENT STUDY
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Independent Study
Credit Hours: 1-3
Restrictions: Enrollment limited to students with a class of Junior or Senior. Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Description: Reading or research project to be determined by discussions between student(s) and faculty member(s). Must have the approval of the Chair of the Department of Sport Management and the participating faculty member. Instructor Permission Required.
SMGT 498 - SPECIAL TOPICS
Short Title: SPECIAL TOPICS
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Seminar
Credit Hours: 1-4
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Description: Topics may vary. Please consult with the Sport Management Program for additional information. Repeatable for Credit.

SMGT 499 - TEACHING PRACTICUM
Short Title: TEACHING PRACTICUM
Department: Sport Management
Grade Mode: Standard Letter
Course Type: Internship/Practicum
Credit Hours: 1-3
Restrictions: Graduate level students may not enroll.
Course Level: Undergraduate Upper-Level
Description: Advanced teaching experience for upper level students who have demonstrated a particular aptitude and interest in an area of sport management. Students assist in conducting a course in which they have previously excelled. The student will learn techniques in course management, instruction, and evaluation. The Chair of the Department of Sport Management must approve all teaching assistants. Pre-requisites: declared Sport Management major. Student must have received at least an "A-" in the course serving as the practicum. Instructor Permission Required. Repeatable for Credit.

Description and Code Legend
Note: Internally, the university uses the following descriptions, codes, and abbreviations for this academic program. The following is a quick reference:

Course Catalog/Schedule
- Course offerings/subject code: SMGT

Program Description and Code
- Sport Management: SMGT

Undergraduate Degree Description and Code
- Bachelor of Arts degree: BA

Undergraduate Major Description and Code
- Major in Sport Management: SMGT

Undergraduate Major Concentration Descriptions and Codes
- Major Concentration in Sport Analytics: SPAS
- Major Concentration in Sport Law: SPLW
- Major Concentration in Sport Leadership: SPLE