

Area of Interest: Culinary, Hospitality and Tourism

## Sport Business Management

Ontario College Graduate Certificate

Program Code: 6073X01FWO

42 Weeks

Ottawa Campus

### Our Program

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

The one-year Sport Business Management Ontario College Graduate Certificate program prepares you for an exciting career in the ever-growing, multibillion-dollar sport industry.

Interact with industry professionals in Canada's capital, where there are variety of professional sport franchises and more national sport-governing bodies than any city in Canada. Leading industry experts share their insights about and experience with the tools and strategies for success in sport business management.

The program builds on basic business operations such as finance, economics, sales and marketing applied specifically to the sporting environment. You develop knowledge and skills to:

- drive revenue through ticket sales and corporate sponsorship
- strengthen interaction and engagement with audiences through digital analytics and digital marketing
- support safe sport initiatives, equity, diversity and inclusion in sport
- manage the sporting event experience for a variety of audiences
- prepare for employment in a wide variety of sport agencies including: major professional sport teams; national sport organizations; community teams; e-sport leagues; or running your own sport-related business

Through field placement opportunities with professional, national and local sport organizations, you gain networking and work experience to help start your career in the sport management world. Through a capstone project, you use business plan development skills as you work in teams with a Canadian sport industry partner to prepare a bid proposal for hosting a major sporting competition.

Graduates may find employment in professional, national and community sport organizations in a variety of areas, including:

- sport event management
- sport administration and finance
- sales and marketing
- sponsorship
- communications
- digital analytics
- sport tourism and bid planning
- sport policy development

**SUCCESS FACTORS**

This program is well-suited for students who:

- Have a passion for sport.
- Possess excellent time-management skills.
- Are well-organized, energetic and enjoy working with people.
- Have interest in planning and executing sport business initiatives.
- Are motivated to lead.

**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:

- Develop ongoing strategies and plans to enhance personal and professional growth as a leader in the sport business industry.
- Leverage technology and research to analyze data in support of business decision-making, and opportunity identification.
- Apply accounting and financial management skills to the analysis and management of a sport organization.
- Communicate information in multiple formats suitable for a variety of audiences to support sport business management and operations.
- Research and develop strategic marketing plans that meet the needs of a sport business or organization.
- Develop sponsorship programs/packages that support the goals of a sport organization.
- Develop and implement customer service and selling strategies to meet the needs of sport business stakeholders.
- Manage a sport organization in accordance with the legal and ethical standards, and governance practices of the sport industry profession.
- Coordinate and apply human resource management strategies to optimize staff and volunteers' contributions to a sport organization, enterprise or event.
- Develop business plans for bidding on and hosting sporting events using sport tourism and event management best practices.
- Use evidence-based strategies to mitigate risk and promote positive experiences in the sport industry.
- 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**

Level: 01	Courses	Hours
MGT2120	Introduction to Sport Management	42.0
MGT2123	Sport Financial Management	42.0
MGT2124	Driving Revenue in Sport - Applied Project	42.0
MGT2130	Communication in Sport	42.0
MGT2139	Sport Tourism	42.0
MGT2152	Sport Event Management	42.0
Level: 02	Courses	Hours
MGT2126	Sport Economics	42.0
MGT2128	Marketing Sport	42.0
MGT2129	Major Games and Bid Planning	42.0
MGT2131	Field Placement 1	190.0
MGT2136	Sport Policy	42.0
MGT2153	Sport Analytics	42.0
Level: 03	Courses	Hours
MGT2132	Legal and Ethical Issues of Sport	42.0
MGT2134	Corporate Sport Sponsorship	42.0
MGT2137	Field Placement 2: Sport Management	190.0
MGT2141	Digital Marketing and Entrepreneurship in Sport	42.0
MGT2154	Current Issues and Trends in Sport	42.0

### Fees for the 2023/2024 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.

### Admission Requirements for the 2024/2025 Academic Year

#### Program Eligibility

- Ontario College Diploma, Ontario College Advanced Diploma or Degree or equivalent.
- Applicants with international transcripts must provide proof of the subject-specific requirements noted above and may be required to provide proof of language proficiency. Domestic applicants with international transcripts must be evaluated through the International Credential Assessment Service of Canada (ICAS) or World Education Services (WES).
- 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

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## **Admission Requirements for 2023/2024 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/>.

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/>.

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  
Contact: <https://www.algonquincollege.com/ro>

### **Additional Information**

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.

### **Contact Information**

#### **Program Coordinator(s)**

- Ed Blomeley, <mailto:blomele@algonquincollege.com> , 613-727-4723, ext. 2509

## Course Descriptions

### **MGT2120 Introduction to Sport Management**

Sport Management professionals combine the administration of sport with the fundamentals of business to work as leaders in an ever-changing field. Students explore the fundamental role and basic functions of business management in a sport environment. Through sport business case studies, students investigate the key elements of business, strategic and operational plans. Students examine traditional businesses in the sport community as well as emerging areas of interest, including the development of e-sport, sport analytics, digital marketing and safe sport initiatives. Students investigate research methodologies, tools and techniques used by industry to support business planning and decision-making.

Prerequisite(s): none

Corerequisite(s):none

### **MGT2123 Sport Financial Management**

Managing finances is key to the success of any business, including sport. Through case studies, students explore how individuals, non-profit organizations, government and the private sector use basic financial management operations and financial planning techniques to support organizational goals. Students examine financial statements, budget development, revenue generation, cost management, economic trends and outsourcing. With the development of basic financial management skills, students develop, plan and articulate a sport organization budget.

Prerequisite(s): none

Corerequisite(s):none

### **MGT2124 Driving Revenue in Sport - Applied Project**

One of the main revenue sources for Canadian sport organizations is ticket sales. Students examine strategies to sell tickets through a variety of packages such as season tickets, mini-plans, group plans, special sales and game day sales. Students explore communication techniques to promote sales. Working with industry, students develop and implement sales strategies for a variety of audiences.

Prerequisite(s): none

Corerequisite(s):none

### **MGT2126 Sport Economics**

In order to thrive as a business, decisions are made based on sound economic theory and practice. Students examine the financial elements of business plans, as well as the economic impact of hosting a sporting event. Students explore societal factors that impact the operation of contemporary sport, with emphasis on industrial, public and labour-related economic factors. Investigating living case studies from professional sport leagues in North America and Europe, students explore economic strategies for profit maximization. Students prepare economic impact elements of a sport bid's business plan for presentation.

Prerequisite(s): none

Corerequisite(s):none

### **MGT2128 Marketing Sport**

Contemporary marketing practices and skills are central to the financial success of any business, including sport. Students analyze the role that marketing plays within a sport team or organization and how this translates to financial success for the organization. Particular emphasis is placed on examining brand strategy, product management, price management, distribution and promotions. Through case studies and group discussion, students explore marketing strategies used by professional and national sport organizations to promote business success. Students develop a marketing plan for a variety of sport-related industries.

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

### **MGT2129 Major Games and Bid Planning**

Bidding to host a sporting event is an opportunity to convince that you are capable of planning, organization and implementing an economically viable event. Students explore project management principles for staging major sporting events. Topics include strategic plans for marketing, the bidding process, human resources and volunteer management, and program administration. Through the completion of industry-standard sport tourism templates students work together in teams to research and develop a competitive bid to host a major sporting event.

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

### **MGT2130 Communication in Sport**

The ability to communicate one's message to specific audiences is critical to success in the business environment. Students develop the communication skills frequently utilized by sport administrators including the preparation of major reports, business summaries, proposals, and organizational communications. Various forms of primary and secondary research methods are examined. Students explore how to attract and retain media interest in events and programs, manage and respond to the media, conduct media conferences and write media releases, while incorporating diversity and inclusion practices. Students develop communication skills through weekly media releases, social media content creation, interaction with industry professional guest lecturers and participation in media communication for a sport event.

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

### **MGT2131 Field Placement 1**

Working for a professional or amateur sport business, service or organization provides the opportunity to build on previous work-integrated learning to expand one's portfolio of experience in the field. With coaching and support from faculty, students develop skills to market themselves as candidates for positions in a professional workplace setting. Through collaboration and feedback from employers, and self-reflection, students identify and develop a career path.

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

### **MGT2132 Legal and Ethical Issues of Sport**

Sport organizations face an array of legal and ethical issues that must be addressed proactively and reactively. Focus is on the legal requirements for sport organizations in Canada. Students explore risk management and ethical considerations that guide decision-making in sport. Equity, diversity and inclusion in sport are examined. Through case studies, students investigate the legal aspects of public regulation of sport, athletes' rights, competition law, labour law, criminal and civil liability and market rights. Legal requirements for communities and organizations to host sporting events are examined.

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

### **MGT2134 Corporate Sport Sponsorship**

Corporate support provides additional opportunity for funding in addition to member fees and public subsidy. Students evaluate and analyze the benefits of corporate sponsorship to the sport organization and to the sponsor. Sponsorship options such as naming rights, line-of-sight advertising, TV and radio sponsorship, in-venue signage, outdoor advertising and corporate promotions are explored. Endorsement value for star athletes from both the athlete's and the sponsor's perspectives are explored. Through case studies and workshops with industry partners,



students examine a variety of successful industry sponsorship projects. As a capstone project, students research, prepare and present sponsorship sales pitches for industry partners.

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

### **MGT2136 Sport Policy**

Throughout the sporting world there has been an increase in governmental intervention and public funding to enhance opportunities for participation and excellence in sport. The Canadian Sport Policy sets a direction for governments, institutions and organizations to support the positive impact sport can have on the lives of Canadians. Students explore Canadian national sport policy development and implementation. Contemporary sport policies and programs as well as issues and challenges facing policy-makers are examined. Through the development of position papers, students apply theories and techniques to advocate for issues such as safe sport, fair play, equity, diversity and inclusion.

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

### **MGT2137 Field Placement 2: Sport Management**

Working for a professional or amateur sport business, service or organization provides students the opportunity to integrate theory and practice. With coaching and support from faculty, students apply skills to market themselves as candidates for positions in a professional workplace setting. Through collaboration and feedback from employers, self-reflection, and workplace experience students identify and develop a career path.

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

### **MGT2139 Sport Tourism**

Sport tourism is one of the fastest growing segments of the multi-billion-dollar tourism industry. Sport tourism encompasses both the hosting of events and populations traveling to sporting events. The opportunity to host major events can be won through a bid committee, and the events are ultimately run by an organization committee. Students examine the bid process and requirements for hosting different levels of events. Examining case studies, students compare the original event goals and objectives with the outcomes to identify strengths and opportunities and measure success. Students explore practical applications of Sport Tourism Canada industry-standard models in order to guide the development of a business plan for hosting a sporting event.

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

### **MGT2141 Digital Marketing and Entrepreneurship in Sport**

Sport individuals, clubs and organizations have the opportunity to interact directly with an audience through a variety of social media platforms. Sport businesses can enhance market reach and success by leveraging digital marketing. Techniques for leveraging an online presence to reinforce a brand are investigated. Students explore ways to use digital media legally and ethically to communicate authentically with a wide range of audiences and to collect data to evaluate the impact of social media. Through case studies, students analyze and apply digital marketing techniques that support organizational and personal entrepreneurial sport business goals.

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

### **MGT2152 Sport Event Management**

Much of the contemporary sport landscape revolves around the production of live sporting events. Students explore a variety of specific event management logistics, production, and human resource management related to the production of live sports. Tools and techniques identifying

customer needs are examined to develop customer service strategies. Students develop and deliver public presentations to a variety of professional, national and community sporting audiences, supporting the management of game-day operations.

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

### **MGT2153 Sport Analytics**

Data analytics is an emerging strategy that creates a competitive advantage in the world of sport. Students evaluate how data-driven decisions can maximize business success and increase athlete and team performance. Students explore key technologies in analytics and modeling, probability theory, applied mathematics and statistics. Through hands-on practice, students collect and analyze data for a sporting organization to highlight opportunities and future decision-making.

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

### **MGT2154 Current Issues and Trends in Sport**

In order to remain relevant and be successful, sport organizations must identify and adapt to emerging trends. Issues surrounding safe sport, concussion awareness, social justice, betting, and the use of performance-enhancing drugs in sport have led to changes to legislation to the behavior of athletes and sport organizations. Students examine the management of emerging types of sporting activity, including e-sports and sport analytics. Students investigate the influence and management of social media on athletes, fans and consumers. Through the analysis and discussion of contemporary case studies, students explore how current events and trends impact social and economic sustainability in sport.

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