

MAN6224 : Sports Management and Operations

This course addresses management practices within the sports and entertainment industry, with an emphasis on sports management practices and operational scenarios. Students in this course explore professional and amateur athletics, organizational structures, sports operations and logistics, and sports business models. Students also formulate a sports management plan for their Business Plan Thesis project.

Credits 3.5

Course Length 4 weeks

* This course is only offered online. It is conducted over the Full Sail Online Learning Environment – a web-based platform which employs modern multimedia technologies, requires a logon for entry, and is accessible 24 hours a day via the Internet. Completion of the course is based on participation and successful completion of assignments.