

Sports and Entertainment Management (2021)

Demonstrating Personal Qualities and Abilities ¹

- a Demonstrate creativity and innovation. ^{1A}
- b Demonstrate critical thinking and problem solving. ^{1B}
- c Demonstrate initiative and self-direction. ^{1C}
- d Demonstrate integrity. ^{1D}
- e Demonstrate work ethic. ^{1E}

Demonstrating Interpersonal Skills ²

- a Demonstrate conflict-resolution skills. ^{2A}
- b Demonstrate listening and speaking skills. ^{2B}
- c Demonstrate respect for diversity. ^{2C}
- d Demonstrate customer service skills. ^{2D}
- e Collaborate with team members. ^{2E}

Demonstrating Professional Competencies ³

- a Demonstrate big-picture thinking. ^{3A}
- b Demonstrate career- and life-management skills. ^{3B}
- c Demonstrate continuous learning and adaptability. ^{3C}
- d Manage time and resources. ^{3D}
- e Demonstrate information-literacy skills. ^{3E}
- f Demonstrate and understanding of information security. ^{3F}
- g Maintain working knowledge of current information-technology (IT) systems. ^{3G}
- h Demonstrate proficiency with technologies, tools, and machines common to a specific occupation. ^{3H}
- i Apply mathematical skills to job-specific tasks. ^{3I}

j Demonstrate professionalism. 3J

k Demonstrate reading and writing skills. 3K

l Demonstrate workplace safety. 3L

Examining All Aspects of an Industry 4

a Examine aspects of planning within an industry/organization. 4A

b Examine aspects of management within an industry/organization 4B

c Examine aspects of financial responsibility within an industry/organization. 4C

d Examine technical and production skills required of workers within a industry/organization. 4D

e Examine principles of technology that underlie an industry/organization. 4E

f Examine labor issues related to an industry/organization. 4F

g Examine community issues related to an industry/organization. 4G

h Examine health, safety, and environmental issues related to an industry/organization. 4H

Addressing Elements of Student Life 5

a Identify the purposes and goals of the student organization. 5A

b Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult. 5B

c Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects. 5C

d Identify Internet safety issues and procedures for complying with acceptable use standards. 5D

Exploring Work-Based Learning 6

a Identify the types of work-based learning (WBL) opportunities. 6A

b Reflect on lessons learned during the WBL experience. 6B

c Explore career opportunities related to the WBL experience. 6C

d Participate in a WBL experience, when appropriate. 6D

Describing the Economics of Industries 7

a Describe U.S. economic indicators and their effects on the sports and entertainment industries. 7A

b Describe the economic impact of sports and entertainment. 7B

c Identify cultural and political environments and their economic impact on global sports and entertainment industries. 7C

Explaining the Structure of Sports and Entertainment Businesses 8

a Explain the advantages and disadvantages of operating as a for-profit or nonprofit organization. 8A

b Explore the organizational structures within the sports and entertainment industries. 8B

Exploring Entrepreneurship in Sports and Entertainment 9

a Explore entrepreneurship opportunities related to sports and entertainment marketing. 9A

b Identify the characteristics of an entrepreneur. 9B

c Identify the steps of establishing a business. 9C

d Describe the economic impact of small businesses. 9D

Developing Customer Service Skills 10

a Respond to inquiries and suggestions from customers, coworkers, and supervisors in a sports and entertainment context. 10A

b Explain company policy to a customer in a sports and entertainment context. 10B

Exploring Sports and Entertainment Management 11

a Define the role of the sports and entertainment manager. 11A

b Examine the competencies and skills successful sports and entertainment managers possess. 11B

c Identify functions successful sports and entertainment managers must perform with consumers, partners, and employees. 11C

d Evaluate the sports and entertainment manager's role in decision-making for campaigns, employees, and partners. 11D

e Evaluate various sports and entertainment management opportunities. 11E

f Evaluate sports and entertainment management levels on an organizational chart. 11F

g Explain facilities management as it relates to the sports and entertainment industries. 11G

h Explain on-site merchandising and concessions as they relate to sports and entertainment facilities. 11H

i Identify online merchandise methods as they relate to the sports and entertainment industries. 11I

j Explore niche markets in the sports and entertainment industries. 11J

**Exploring Ethical Issues
in Sports and
Entertainment 12**

a Identify ethical issues related to the sports and entertainment industries. 12A

b Examine social and environmental responsibility in relation to sports and entertainment management. 12B

c Analyze the effects of biased media. 12C

d Describe the value of sports and entertainment to the community. 12D

**Exploring the Legal
Aspects of Sports and
Entertainment 13**

a Explain risk management and its relationship to the sports and entertainment industries. 13A

b Identify purposes, types, and terms of contracts. 13B

c Examine the role of labor and antitrust law in sports and entertainment industries. 13C

d Identify unions relevant to sports and entertainment industries. 13D

e Describe the impact of the Americans with Disabilities Act (ADA) on sports and entertainment events and facilities. 13E

f Describe the impact of national, state, and local laws and regulations on sports and entertainment. 13F

**Understanding Market
Research 14**

a Explain market research and its use in the sports and entertainment industries. 14A

b Explain the need for market research for all functions of marketing. 14B

c Identify sources of data for market research in the sports and entertainment industries. 14C

d Describe external factors affecting the sports and entertainment marketing process. 14D

e Describe the steps in developing a market research project. 14E

f Develop a market research project. 14F

g Evaluate the results of a market research project. 14G

h Develop a market segmentation analysis. 14H

**Exploring Revenues and
Expenditures 15**

a Identify revenue sources related to the sports and entertainment management industries. 15A

b Identify expenditures related to the sports and entertainment industries. 15B

c Identify the components of a budget. 15C

d Analyze financial statements. 15D

Managing Safety and Security 16

a Explain the importance and types of indoor and outdoor security (life and property safety). 16A

b Describe partnerships with safety and security professionals or agencies. 16B

c Explain the security needs of a venue. 16C

d Explain the use of emergency preparedness plans to address threats to a venue. 16D

Understanding Event Management 17

a Explain the process for planning an event. 17A

b Describe factors that motivate consumers to attend sports and entertainment events. 17B

c Explain how event popularity and competitive factors relate to attendance. 17C

d Analyze personnel needs for an event. 17D

e Analyze the financial resources required for each event activity. 17E

f Develop a marketing plan for an event. 17F

g Develop a budget for an event. 17G

h Develop follow-up activities to recognize and thank participants after the event. 17H

i Manage a sports and entertainment event. 17I

j Evaluate the sports and entertainment event. 17J

Developing Career Goals 18

a Identify career and employment-related information sources. 18A

b Identify career opportunities at different levels in sports and entertainment. 18B

c Describe education and training needed for a sports and entertainment management career. 18C

d Identify barriers to employment and strategies to overcome them. 18D

e Identify professional development opportunities in the sports and entertainment industries. 18E

f Collect information about a prospective employer. 18F

g Develop a career plan. 18G