

CURRICULUM MAP

Course/ Subject: Management for Sports and Entertainment

Grade: 10-12

PA State Standards: 15.8 Management. Specific standards and reference numbers are included in the content column

Month: September

Enduring Understanding: Management focuses on four functions that are vital to the success of any organization. The development of intrapersonal skills and leadership characteristics serve as a cornerstone for success.

Essential questions: Why are management functions critical to the success of an organization?

How do ethics and social responsibility impact the culture of an organization?

Content	Skills	Assessment
<p>Management Basics</p> <p>Chapter 1 – S&E Management book hereafter known as the SEM book</p> <p>15.8.12.E. Evaluate how businesses are organized to achieve desired goals Functions of Management</p> <p>Ch 19 & 20 Contemporary Sport Management book (hereafter known as CSM book) Questions, Answers, Sport Management Research and Understanding Sport Management Research</p>	<p>Understand the basics of sport management and business management</p> <p>Define sport and sport management</p> <p>Students will understand the aspects of sport management and aspects of sport management</p> <p>Students will be able to identify the nature and scope of the sport industry</p> <p>Be able to define management and identify its four functions.</p> <p>Define the principles of management.</p> <p>Identify why research is so important</p> <p>Students will identify the techniques for good research</p> <p>Students will identify the types of research and types of data collected</p>	<p>Formative assessment: Reading or video materials for acquiring prior knowledge, a quiz or writing assignment for each new topic covered</p> <p>Quiz</p> <p>Students will complete a review from the book at the end of each section.</p> <p>Formative Assessment- students will watch CNBC Original Touchdown Patriots and identify management functions used by Robert Kraft as a reaction to check for understanding.</p> <p>Formative assessment: Writing assignment Students will create a survey identifying the information they want to collect, who or what sources would they expect to use for researching the topic and develop questions that are to be asked and answered.</p>

	<p>Methods of data collection</p> <p>Questions and types of questions</p>	<p>Finish research and writing assignment</p> <p>Summative assessment on chapters 19 and 20 CSM book</p>
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CURRICULUM MAP

Course/ Subject: Management for Sports and Entertainment Grade: 10-12

Month: October

PA State Standards: 15.8 Management

Essential questions: What are the results of good and bad decision making?
Why is critical thinking important in decision making?

Content	Skills	Assessment
Continued: Chapter 1 – S&E Management book hereafter known as the SEM book Decision making 15.8.12.T. Analyze the impact of different management strategies used by global businesses. <i>Reference Business, Computer and Information Technology 15.7.12.L</i>	List and identify the steps in the decision making process. Relate the principles of management to sports and entertainment. Explain the financial and social impacts that college athletics have on each institution. Identify the impacts of amateur sports in a community. Discuss the management of championship series for college sports. Students will learn the elements of critical thinking Students will be able to construct critical thinking questions using/asking CORE CRITICAL QUESTIONS	Formative assessment: Reading or video materials for acquiring prior knowledge, a quiz or writing assignment for each new topic covered assignment for each new topic covered Students will use current events to identify organizing, planning, controlling, and implementing as it relates to management practices. Chapter assessment from text book Chapter 1 SEM book test Small group project: Each student will create an NCAA conference using existing schools. They will create a presentation to explain the make-up of their conference.

CURRICULUM MAP

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Month: November

PA State Standards: 15.8 Management

Essential question: Why is it so important to know and understand finance and economics as a manager?

Content	Skills	Assessment
Ch 2 SEM College and amateur sports Athletic department management skills Managing college athletics Levels of management Organizational Chart Total quality management Economic Impact of sports and entertainment Financial impact of college athletics Title IX Case Study: The legal reality of Title IX The Bucknell wrestling team lawsuit 15.8.12.N. Analyze existing federal, state and local legislation (such as harassment , employee rights, privacy , discrimination , substance abuse) as related to recruitment , selection, retention of employees within a business or organization.	What skills are necessary at each level of management Time Management Identify and use TQM techniques in management decision making Identify long term commitment to quality, customer satisfaction and positive employee moral Analyze the legal implications of Title IX to all schools, college and high school	Formative assessment: Reading or video materials for acquiring prior knowledge, a quiz or writing assignment for each new topic covered Formative assessment: Quiz on the skills required to manage Students will complete the review from the book at the conclusion of each section. Formative assessment Group and then Writing assignment: In a group, students will use one TQM process to solve a current event that faces athletic directors. They will analyze and develop potential solution(s) to correct the problem. Summative assessment: Chapter 2 assessment

Chapter 17 – CSM Ethics Challenge	Image is Everything Opening you own business: Who would you look for employees	Writing: Of the Code of ethics for sport management, chose three and explain in one paragraph how each would impact one of the management positions listed in table 1.1 See rubric
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CURRICULUM MAP

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Grade: 10-12

Month: December

PA State Standards: 15.8 Management

Essential Questions: What is the role of a marketing and financial plan for an event?
How do economics influence decisions?

Content	Skills	Assessment
Ch 3 SEM and Ch. 12 CSM Finance, Economics and Budgeting in the Sports Industry		
Business structures of sport organizations	Students will identify and understand the skills required to manage big league money	Formative assessment: Writing assignment: Pick three different organizations and identify as many sources of expenses and revenues for each. Compare and contrast the revenues and expenses for each.
Basic tools of financial management Economics of the sport and entertainment industry	Students will understand the impact of pricing on event revenue using economic principles of supply and demand.	Formative assessment: Writing assignment: Video: 30 for 30 Broke. Identify the causes of athletes to go broke and what management characteristics would have helped athletes to avoid this ending
Sources of revenue for amateur and professional sports and in the entertainment industry	Identify major sources of revenue and how the impact on one source of revenue can impact another source of revenue	Students will write a brief paper using the statistics of the case study and give their opinion on the economics being worth what the Yankees paid for A - Rod
Money management	Students will analyze and think critically in determining the value and value added worth of a player	Formative assessment: Write a personal business plan as if the student were the business. See rubric.
Estimating the economic value of players/employees A Case Study in this case, Alex Rodriguez to the Yankees vs. the Rangers	Identify components of a business plan	
A Business plan 15.8.12.D.Analyze the effectiveness of a business plan for setting and achieving objectives. <i>Reference Career Education and Work</i> 13.4.11.C		

CURRICULUM MAP

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Month: January

Essential Questions: Why are ethics necessary in business?
How does one conduct themselves ethically in a business environment?
Why are excellent research skills necessary in management?

Content	Skills	Assessment
Finish Ch 3 SEM and Ch 12 CSM Finance, Economics and Budgeting in the Sports Industry 15.8.12.C. Critique major social and ethical decisions made by business and organizations throughout history. <i>Reference Economics 6.5.12.C</i> Agents, Managers and business ethics	Identify the characteristics of a leader Identify the responsibilities of an agent What are Business ethics and the elements of ethics Identify components of a sports contract	Review questions at the end of the chapter in each book. Summative test for both chapters Chapter summaries

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Grade: 10-12

Month: February

PA State Standards: 15.8 Management

Essential questions:

What are the components needed to operate a business efficiently and profitability?

Content	Skills	Assessment
Virtual Business – Management Simulation Simulation tutorial Recruiting, Resumes & Hiring Employee Opinions Employee Supervision 15.8.12.O. Explain the collective bargaining process and its impact on the legal requirements of management Strikes, Unions & Collective Bargaining Management Accounting Pricing & Sales Operations Management Business Plan Math	Each lesson has a set of skills to be learned and practiced in the simulation. Each lesson has a set of instructional material for the skills needed to accomplish each lesson and assessment sheet.	Formative assessment: Each lesson has an assessment for Reading, Math, and Sim. Assessments points are 10 for a total of 30

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Month: March

PA State Standards: 15.8 Management

Essential questions: What are the components needed to operate a business efficiently and profitability?

Content	Skills	Assessment
Virtual Business – Management Simulation Risk Management & Insurance Forms of Business Ownership Risk management and Insurance 15.8.12.B. Analyze the costs and benefits of organizing a business as a sole proprietorship , Turnaround a business Level II New business project	<p>Each lesson has a set of skills to be learned and practiced in the simulation. Each lesson has a set of instructional material for the skills needed to accomplish each lesson and assessment sheet.</p> <p>Students “compete” against the computer in the simulation applying all concepts and skills learned during each lesson of the simulation</p> <p>Students practice the skills needed to manage and operate a business against their “competition” ---their classmates</p>	<p>Formative assessment: Each lesson has an assessment for Reading, Math, and Sim. Assessments points are 10 for a total of 30 points</p> <p>Assessment is the score attained in competition against the computer based on factors associated with each lesson such as profit, sales, ROI</p> <p>Summative assessment: Simulation test</p>

CURRICULUM MAP

Month: April

PA State Standards: 15.8 Management

Essential Questions: What skills do I need to compete in a work/business environment?
How do I "measure up" against other potential people in the work place?

Content	Skills	Assessment
SEM book chapter 7 Management Strategies 15.8.12.F. Critique business strategies designed to balance the needs of the business with the work force.	Students will be able to describe the three levels of strategy	Formative assessment: Quiz on Management strategies
Levels of strategy	Students will identify the advantages and risk of strategic management	Formative assessment: Writing assignment. Students will write short paper giving the pros and cons of the Nike management strategy and reference the levels of strategy used by Nike. See rubric
Strategic Management	Students will identify the steps in strategic management	
Process of strategic management Planning and development	After identifying strategic management, Students will analyze and think critically about the Nike Strategy and analyze the advantages and risks associated with this strategic management strategy	Formative assessment: Students will complete a SWOT analysis on two given companies. After demonstrating proficiency in this, students will do a personal SWOT analysis as if they themselves were a company.
Case Study: Endorsements as strategic management		
The case of Nike: Case study and the Video: Nike Swoosh Management policies, procedures and rules	Students will demonstrate an understanding of a SWOT analysis	Formative assessment: Using the SWOT analysis, students will benchmark a company against industry norms and standards.
Strategic tools SWOT analysis	Students will demonstrate an understanding of benchmarking	
Benchmarking		Summative activity assessment: Students will benchmark themselves against the characteristics employers want from employees.

<p>15.8.12.R. Compare a firm's financial position against industry standards. <i>Reference Business, Computer and Information Technology 15.1.12.W</i> Scenario building</p> <p>Begin Chapter 8 SEM organizing and staffing and Chapters 2 CSM Developing a professional perspective Career Development Program</p> <p>15.8.12.I. Analyze and select appropriate managerial communication skills based upon context. <i>Reference Economics 6.5.9.D; Health, Safety, and Physical Education 10.3.9.C; Career Education and Work 13.3.11.C; Student Interpersonal Skills SIS 2.D</i></p> <p>15.8.12.K. Design a career plan that incorporates personal interests, education, and societal trends, as related to lifelong learning in the changing global environment.</p> <p>15.8.12.M. Evaluate selection criteria for a position in</p>	<p>Students will recognize and understand the importance of skills, education, attitude, image ethics, values and etiquette in the business environment</p>	<p>Summative assessment: Chapter test</p> <p>Research and summarize a specific management position, the skills, education and job specifications for that position using on line sources for job specifications</p>
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<p>a business or organization</p> <p>Skills employers want</p> <p>Job specifications</p> <p>General education levels and earnings</p> <p>Field experiences/internships</p> <p>Professional attitude</p> <p>Professional image</p> <p>Work ethic and values</p> <p>Communication skills</p> <p>Business etiquette</p> <p>360 degree feedback</p>		
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Month: May

PA State Standards: 15.8 Management

Essential Questions: What do you want to be known for? How do you want employers to know you?

Content	Skills	Assessment
<p>Continue Chapter 8 SEM organizing and staffing and Chapters 2 CSM Developing a professional perspective</p> <p>Career Development Program</p> <p>Skills employers want</p> <p>Job specifications</p> <p>General education levels and earnings</p> <p>Field experiences/internships</p> <p>Professional attitude</p> <p>Professional image</p> <p>Work ethic and values</p> <p>Communication skills</p> <p>Business etiquette</p>	<p>Students will be able to Identify the following</p> <p>Career development plan</p> <p>Skills todays employers want</p> <p>How to determine job specifications for a specific job</p> <p>What constitutes a professional attitude And image</p> <p>What are ethics and values</p> <p>What are good communication skills</p>	<p>Formative assessment: Students will describe in a short paper how professional preparation, attitude, image can contribute to their success in the management work environment</p> <p>Summative assessment: Quiz on the chapter</p> <p>Each summary will be graded against a rubric and presented to the class. Part of the grade will be a peer review.</p>
<p>Critical thinking</p> <p>Who Moved My Cheese</p> <p>A book about change</p>	<p>Critical thinking skills linked to Book report and analysis of content</p> <p>Using all material from the year, students, working in small groups, will create a multimedia presentation using one the media used previously in the year to present a summary of the course for the year. Part of the year review</p>	<p>Book report</p>
<p>Review for the final</p>		<p>Course final</p>

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Content	Skills	Assessment
Chapter 9 SEM Characteristics of leaders 15.8.12.G. Analyze leadership skills necessary for leading at various management levels. How to motivate employees 15.8.12.H. Analyze motivational theories and their application in a business or organization. 360 degree feedback Agents of change	Students will be able to identify the characteristics and traits a good leaders How to conduct 360 degree feedback Identify change and the choices associated with change	Formative quiz: Characteristics Of a good leader Conduct a 360 degree feedback session on the Management course Book report: Who Moved My Cheese

Transfer task: 15.5.12E Using the Management simulation, students will use technology (computer simulation) to apply the concepts learned in class to the simulation in running a company. Students will need to understand and apply multiple concepts and principles of management and use that knowledge in order to make a profit in business. After completion of the concepts of the simulation and running the simulation against the computer, students will run a business “competitively” against other students in the class.

Transfer task: 15.3.12.W.Using all material from the year, students, working in small groups, will create a multimedia presentation using one the media used previously in the year to present a summary of the course for the year. Part of the year review