

# Sports and Entertainment Management (2021)

## Demonstrating Personal Qualities and Abilities <sup>1</sup>

- a Demonstrate creativity and innovation. <sup>1A</sup>
- b Demonstrate critical thinking and problem solving. <sup>1B</sup>
- c Demonstrate initiative and self-direction. <sup>1C</sup>
- d Demonstrate integrity. <sup>1D</sup>
- e Demonstrate work ethic. <sup>1E</sup>

## Demonstrating Interpersonal Skills <sup>2</sup>

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

## Demonstrating Professional Competencies <sup>3</sup>

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

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**j Demonstrate professionalism.** 3J

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**k Demonstrate reading and writing skills.** 3K

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**l Demonstrate workplace safety.** 3L

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**Examining All Aspects of an Industry** 4

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

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

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

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

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

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

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

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

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**Addressing Elements of Student Life** 5

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

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

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

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

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**Exploring Work-Based Learning** 6

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

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

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

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

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**Describing the Economics of Industries** 7

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

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

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

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**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**

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

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**Exploring Entrepreneurship in Sports and Entertainment 9**

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

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**b Identify the characteristics of an entrepreneur. 9B**

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**c Identify the steps of establishing a business. 9C**

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**d Describe the economic impact of small businesses. 9D**

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**Developing Customer Service Skills 10**

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

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

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**Exploring Sports and Entertainment Management 11**

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

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

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

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

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**e Evaluate various sports and entertainment management opportunities. 11E**

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

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

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

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

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

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

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

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

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**c Analyze the effects of biased media. 12C**

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

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

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

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

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

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

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

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

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**Understanding Market  
Research 14**

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

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

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

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

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

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**f Develop a market research project. 14F**

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

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**h Develop a market segmentation analysis. 14H**

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**Exploring Revenues and  
Expenditures 15**

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

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

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**c Identify the components of a budget. 15C**

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**d Analyze financial statements. 15D**

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**Managing Safety and Security 16**

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

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

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**c Explain the security needs of a venue. 16C**

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

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**Understanding Event Management 17**

**a Explain the process for planning an event. 17A**

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

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

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**d Analyze personnel needs for an event. 17D**

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

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**f Develop a marketing plan for an event. 17F**

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**g Develop a budget for an event. 17G**

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

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**i Manage a sports and entertainment event. 17I**

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**j Evaluate the sports and entertainment event. 17J**

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**Developing Career Goals 18**

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

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

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

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

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

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**f Collect information about a prospective employer. 18F**

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**g Develop a career plan. 18G**