

# Health & Human Perfor Courses

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## HHPS 518 - Thesis

Hours: 3-6

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## HHPS 520 - Governance and Ethics in Sport

Hours: 3

The study of ethical problems in the contemporary sport industry & the theoretical models for analyzing these problems. Various governing agencies in sport will be studied, & may include those at the high school, collegiate, & professional levels, emphasizing investigation of the organizational structure, authority, membership & influence of these sport governing bodies. Topics for discussion will include: governance practices in international sport, with a particular focus on organizations such as FIFA, UCI, IAAF & the ICC; how governance in sport can facilitate corruption in sport; cheating in sport; values and morals in the international sport industry; ethical decision making in athletic administration; the sport ethic; & the role of NCAA, UIL, & NFHS in leveling the playing field.

## HHPS 521 - Fin & Econ in Sport

Hours: 3

The study of financial theories and practical application as they impact sport revenues and expenditures as well as the familiarization with current issues and trends in financing sport organizations. Potential areas for discussion include: international exchange and inflation rates; taxation; variance in revenue sources for sport around the world; demand for and supply of international sport; funding for high school, college, and professional mega stadiums; funding issues in college athletics (Title IX compliance, the "arms race" in intercollegiate athletics, coaching salaries, etc.); and pay for play issues.

## HHPS 525 - Marketing and Public Relations in Sports

Hours: 3

The course involves an investigation of revenue source available to sport organizations and sport-marketing plans utilizing the concepts of product, price, promotion, sales and advertising. It will further examine aspects of external and internal communication in sport pertaining to community, customer, employee and media relations. Areas of focus include: the marketing of domestic, league and international sporting competitions; sports branding; event sponsorship and marketing; media involvement; the value and ROI of investing in sport; athlete endorsements; sponsorship in international sport; social media policies in high school and collegiate sport; and aligning marketing goals with that of the educational institution.

## HHPS 526 - Marketing & Public Relations in Sport Practicum

Hours: 1

Supervised practicum with a sport organization to provide experiential learning activities related to marketing, public relations, sports branding, sponsorship, and/or social media. Students will make connections between the theory and practice of academic study and the practical application of that study in a professional work environment. Practicums are completed under the guidance of an on-site supervisor and a faculty sponsor, who in combination with the student will create a framework for learning and reflection. Corequisites: HHPS 525.

## HHPS 535 - Soc of Sport & Phys Activity

Hours: 3

Sociology of Sport and Physical Activity - Three semester hours A study of the social institution of sport and physical activity and consequences for American society, including social organization from play to professional sport; violence, discrimination, and special populations; and socialization implications from participation in sports and physical activity.

## HHPS 536 - Sociology of Sport & Physical Activity Practicum

Hours: 1

Supervised practicum with a sport or physical activity organization to provide experiential learning activities. Students will make connections between the theory and practice of academic study and the practical application of that study in a professional work environment. Practicums are completed under the guidance of an on-site supervisor and a faculty sponsor, who in combination with the student will create a framework for learning and reflection. Corequisites: HHPS 535

## HHPS 537 - Internship in Sport Studies

Hours: 3

Supervised internship with corporate fitness centers, rehabilitation centers, hospitals, recreation centers and similar agencies and organizations. Prerequisites: Instructor approval required in final semester.

## HHPS 539 - Sport Law

Hours: 3

A study of the legal aspects of the professional sports industry, including the ways in which contract, labor, tort and antitrust law influence, impact and direct the development of relationships between leagues, athletes, agents, television, internet, advertisers and fans, and may also include international relations; EU law; and the role of the Court of Arbitration for Sport (CAS) in alternative dispute resolution.

**HHPS 552 - Public Relations & Media in International Sport**

Hours: 3

This class is intended to provide students with a working knowledge of the theories, techniques, and processes of public relations in the sport industry around the world and the importance thereof. Working with the media will also be a focus of the class. Topics to be discussed include: influencing methods of building good will; analysis of media; obtaining publicity; the implementation of public relations programs; writing press releases and holding press conferences; the importance of social media in the sport industry today; and dealing with the media in times of crisis.

**HHPS 554 - Sport Event Management**

Hours: 3

Millions of dollars are invested in the planning and hosting of sport events, from small, local, charity events, to mega-events, including the Olympics and the FIFA World Cup. This class will break down and analyze the processes in place to plan and host such events, underpinned by sport management and organizational leadership theory. Students will then utilize their learning in running a sport event. Topics that will be discussed in this context include: ticket sales, crowd control, security, customer satisfaction, human resources management, revenue generation, and marketing and sponsorship.

**HHPS 556 - Sport Analytics**

Hours: 3

The focus of this class will be to provide the basics for understanding and applying analytical techniques to professional teams both on the sport side (predicting player performance and outcomes) and the business side (establishing business models) of a sporting organization. A survey into basic statistical techniques (multiple regression, discriminant analysis, etc.) will be the foundation from which this class will work.

**HHPS 558 - Managing People in International Sport**

Hours: 3

This class focuses on Human Resource Management theory and its practical application in the context of international sport. By examining HR activities from around the world, students will be exposed to similarities and differences in culture and business practices in the global sport industry. Topics of focus will include: motivation; HRM law; the role of the volunteer in sport; managing athletes and other employees; global HR issues in sport governing bodies; and issues facing ethnic minorities, women and people with disabilities when working in the sport industry.

**HHPS 562 - Hidden Disabilities in International Sport**

Hours: 3

The purpose of this course is to examine the impact of hidden disabilities (e.g. ASD, PTSD, sensory processing disorders) on access and participation in sport around the world. Throughout the course we will discuss the challenges of having a hidden disability; whether the sports world is meeting the needs of this group of society; the impact of meeting their needs or not (particularly from a business perspective); and how sport organizations can be more inclusive.

**HHPS 564 - Sport Facilities & Event Management**

Hours: 3

This course is designed to provide students with information, practical knowledge, and skill competencies needed for facility and event management within the context of sport activities. Among the topics to be explored will be: sport facility and venue trends; planning and designing sport facilities; stadium development for different sports around the world; design and construction regulations; facility and event operations; planning and hosting events; ticket sales; risk assessment; and legal issues related to sport facility and event management.

**HHPS 566 - Issues in International Sport**

Hours: 3

The purpose of this class is to introduce some of the contemporary issues facing sport managers around the world and will begin to examine mechanisms that could be utilized in order to address the potential impacts of such issues. Topics to be discussed may include: racism, sexism and LGBTQ issues; corruption in international sport; sport for development, reconciliation, and peace; the implications and impact of the commercialization of sport; globalization of sport; and the power and influence of the media.

**HHPS 570 - Corruption & Integrity in Sport**

Hours: 3

The purpose of this course is to discuss the prevalence of corruption in international sport (both management and competition corruption) and begin to analyze mechanisms in place to attempt to restore integrity in sporting competition and governance of international sport organizations.

**HHPS 584 - Administration in Sport and Recreation Programs**

Hours: 3

This course is an overview of the nature and scope of administrative issues in the sport industry and recreational agencies and will expand the students' understanding of management theories and their application to sport and recreation administration.

**HHPS 589 - INDEPENDENT STUDY**

Hours: 1-4

Independent Study. One to four semester hours. Individualized instruction/research at an advanced level in a specialized content area under the direction of a faculty member. May be repeated when the topic varies. Prerequisite: Consent of department head.

**HHPS 594 - Ldshp in Sport and Recreation**

Hours: 3

A study of the leadership theories and practices i recreational, collegiate, and professional sport and in recreational programs for youth organizations, institutions, industry, and public agencies.

**HHPS 595 - Conducting Research in Sport Management**

Hours: 3

A study of research methods and designs appropriate for proposing, conducting, reading, reporting and critiquing research in sport management. A major emphasis will be on conducting meta-analysis of research literature. Each student is required to demonstrate systematic research techniques through the investigation and formal reporting of an independent research project using meta-analysis, descriptive or experimental research design. Statistical methods and their implications for research will be studied, including populations and samples; organizing, displaying, and summarizing data; probability; normal distribution; tests of significance; correlation and simple regression; Z and T tests; and the chi square tests.

**HHPS 597 - Special Topics**

Hours: 1-4

Special Topics