

SPORT ADMINISTRATION (SPAD)

Subject-area course lists indicate courses currently active for offering at the University of Louisville. Not all courses are scheduled in any given academic term. For class offerings in a specific semester, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>).

500-level courses generally are included in both the undergraduate- and graduate-level course listings; however, specific course/section offerings may vary between semesters. Students are responsible for ensuring that they enroll in courses that are applicable to their particular academic programs.

Course Fees

Some courses may carry fees beyond the standard tuition costs to cover additional support or materials. Program-, subject- and course-specific fee information can be found on the Office of the Bursar website (<http://louisville.edu/bursar/tuitionfee/>).

SPAD 180. The Sport Spectator Experience 3 Units

Description: This course presents an overview of the sport industry from the perspective of the fan/spectator.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

SPAD 281. Principles of Sport Administration 3 Units

Term Typically Offered: Fall, Spring, Summer

Description: Principles and theory of administration and management as they apply to the administration and management of sport, fitness, leisure, and recreation services, and programs.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

SPAD 284. Issues and Ethics in Sport 3 Units

Term Typically Offered: Fall, Spring, Summer

Description: This course will examine relevant issues and trends in sport administration.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

SPAD 353. Sport and Film 3 Units

Term Typically Offered: Summer Only

Description: An examination and critical analysis of sport in film.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

SPAD 360. Administration of Intramural Activities 3 Units

Term Typically Offered: Fall, Spring, Summer

Description: History, present status, objectives, units of competition, program of activities, rules and regulations, awards, and administrative problems related to administration of intramural activities.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

SPAD 369. Directed Readings in Sport Administration 1-3 Units

Prerequisite(s): Consent of instructor.

Description: Supervised readings pertaining to a research topic in Sport Administration.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

SPAD 382. Sport Management and Leadership 3 Units

Term Typically Offered: Fall, Spring, Summer

Prerequisite(s): Admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor.

Description: This course is designed to expand the student's understanding of various management theories, research, and their application to sport organization and administration.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

SPAD 383. Sport Marketing 3 Units

Term Typically Offered: Fall, Spring, Summer

Prerequisite(s): Admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor.

Description: The application of the principles of promotion and marketing to the sport and fitness industry including the areas of professional sports, corporate fitness, college/high school athletics, clubs and resorts, and more.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

SPAD 390. Sport Governance 3 Units

Term Typically Offered: Fall, Spring

Prerequisite(s): SPAD 281; and admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor.

Description: The course is designed to provide knowledge and awareness of the rules and laws governing various sports organizations as well as participants.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

SPAD 391. Sociology of Sport 3 Units

Term Typically Offered: Fall, Spring

Prerequisite(s): SOC 320; or Sport Administration major or minor; or consent of instructor.

Description: Examines race, gender, social class, and other factors as they affect sport in society.

Note: Cross-listed with SOC 420.

For class offerings for a specific term, refer to the Schedule of Classes (<http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm>)

<p>SPAD 401. Career Development in Sport Administration 3 Units Term Typically Offered: Fall, Spring, Summer Prerequisite(s): SPAD 382; SPAD 383; admitted as a Sport Administration major; or consent of instructor. Description: This course is designed to provide the student an orientation on the professional careers within the sport industry. The course is designed to prepare the student for an internship or full-time employment with a sport organization. This course will assist students to develop industry knowledge and professional development for a career in the sport industry. This will provide career counseling, supervised practicum and volunteer experiences and extended opportunity for students to develop their professional network. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>SPAD 405. Sport Facility Management 3 Units Term Typically Offered: Fall, Spring, Summer Prerequisite(s): Admission to Sport Administration major or consent of instructor. Description: Investigates the design and development of various athletic facilities in diverse settings. Examines corporate, community, and commercial facilities for strengths and weaknesses in design and management procedures. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>
<p>SPAD 402. Internship in Sport Administration - CUE 3 Units Term Typically Offered: Fall, Spring, Summer Prerequisite(s): Admission to Sport Administration major, SPAD 401. Description: An individually arranged course combining work experience with a related academic or creative project. Course Attribute(s): CUE - This course fulfills the Culminating Undergraduate Experience (CUE) requirement for certain degree programs. CUE courses are advanced-level courses intended for majors with at least 90 earned credits/senior-level status., CBL - This course includes Community-Based Learning (CBL). Students will engage in a community experience or project with an external partner in order to enhance understanding and application of academic content. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>SPAD 437. Data and Analytics in Sport 3 Units Term Typically Offered: Fall Only Prerequisite(s): Admission to Sport Administration major or consent of instructor. Description: An application of data and analytics in sport. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>
<p>SPAD 403. Field Experience in Sport Administration 1-3 Units Prerequisite(s): Degree status; completion of 21 hours toward degree; completion of 6 hours of Sport Administration courses. Description: Supervised practical work experience in an organization or business related to the student's academic field area of specialization or career interest. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>SPAD 445. Sport Communication 3 Units Term Typically Offered: Fall, Spring, Summer Prerequisite(s): Admission to Sport Administration major or instructor permission. Description: The purpose of this course is two-fold: 1) to explore sport communication theories and how they relate to current issues and topics within the sport communication realm, particularly as they address mass media communication and the larger sport environment; and 2) to examine more practical concepts, activities, and behaviors related to sport communication and apply them to professional and collegiate sports. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>
<p>SPAD 404. Financial Principles in Sport 3 Units Term Typically Offered: Fall, Spring Prerequisite(s): Admission to Sport Administration major or consent of instructor. Description: Examines basic financial and managerial accounting concepts necessary to be financially literate in the business of sport. Analysis into the understanding of corporate annual reports in the sport industry will further equip the student with essential management tools while providing the student with an overview of the financial strengths and weaknesses of various sporting goods manufacturing companies. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>SPAD 480. Athletics in Higher Education 3 Units Term Typically Offered: Fall Only Prerequisite(s): Admission to Sport Administration major or consent of instructor. Description: Examination of the historical development of athletics within American institutions of higher learning with an emphasis upon concept and ideas that underlie the developments and the major problems affecting contemporary intercollegiate athletics. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>
<p>SPAD 409. Legal Aspects of Sport 3 Units Term Typically Offered: Fall, Spring, Summer Prerequisite(s): Admission to Sport Administration major or consent of instructor. Description: The exploration of litigation has mandated that sport administrators be able to discern potential areas of liability. This course will inform those in sport administration, athletics, physical education, and recreation of legal duties and responsibilities, legal rights, liability prevention, alternatives to litigation and actions to pursue if involved in a suit. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>SPAD 489. Legal Aspects of Sport 3 Units Term Typically Offered: Fall, Spring, Summer Prerequisite(s): Admission to Sport Administration major or consent of instructor. Description: The exploration of litigation has mandated that sport administrators be able to discern potential areas of liability. This course will inform those in sport administration, athletics, physical education, and recreation of legal duties and responsibilities, legal rights, liability prevention, alternatives to litigation and actions to pursue if involved in a suit. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>

<p>SPAD 490. Senior Seminar in Sport Business 3 Units Term Typically Offered: Fall, Spring Prerequisite(s): SPAD 382, SPAD 383, and SPAD 390; and Sport Administration major. Description: Analysis of the sport industry since 1945. Emphasis on specific segments ranging from professional sport and intercollegiate athletics to the sport club industry and sporting goods. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>SPAD 529. Women and Sport 3 Units Term Typically Offered: Occasionally Offered Prerequisite(s): Junior standing or consent of instructor. Description: An effort to understand the role of the American woman in sport. Studies concepts about women, sport, and society in contemporary and historical perspectives. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>
<p>SPAD 509. International Sport 3 Units Prerequisite(s): Junior standing or consent of instructor. Description: This course is designed to examine sport from an international perspective, identifying differences in governance and social issues affecting sport managers. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>SPAD 530. Sport Promotion and Sales 3 Units Prerequisite(s): Junior standing or consent of instructor. Description: Covers the application of various promotional strategies such as advertising, direct sales, sales promotion, and publicity and examines how those strategies are integral to a sport organization's marketing plan. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>
<p>SPAD 510. Entrepreneurship in Sport Business 3 Units Prerequisite(s): Junior Standing or consent of instructor. Description: This course will provide an analysis of entrepreneurship in sport and the sport industry. Emphasis will be placed on the structure and framework of entrepreneurial endeavors and the theory and practice on entrepreneurs in sport. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>SPAD 536. Sport Administration in Nonprofit Organizations 3 Units Prerequisite(s): Junior standing or consent of instructor. Description: This course provides a comprehensive introduction to the principles of management and their practical applications to sport, leisure and recreation organizations in the nonprofit sector. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>
<p>SPAD 521. Independent Study in Sport Administration 1-3 Units Prerequisite(s): Consent of instructor. Description: Independent examination of selected topic(s) in Sport Administration. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>SPAD 561. Special Topics in Sport Administration 3 Units Term Typically Offered: Occasionally Offered Prerequisite(s): Junior standing or consent of instructor. Description: To enable students to gain knowledge, skills, and competencies on topics related to Sport Administration. Provide advanced study on selected topics or emerging issues related to the management, administration, or culture of sport. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>
<p>SPAD 524. Management of Professional Baseball 3 Units Prerequisite(s): Junior standing or consent of instructor. Description: This course is designed to examine the professional baseball segment of the sport industry from a managerial perspective, identifying the sports history, governance structures, and the social issues affecting sport managers. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	<p>SPAD 571. Sport for Development and Peace 3 Units Prerequisite(s): Junior standing or consent of instructor. Description: This course will introduce students to sports for social change, often referred to as Sport for Development and Peace (SDP). Through this class, students will develop practical and theoretical knowledge of SDP by learning about key issues and concepts. The goal of the class is for students to develop an understanding of how SDP relates to their future career of choice in the sport industry. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>
<p>SPAD 525. Sport Event Planning and Management 3 Units Prerequisite(s): Junior standing or consent of instructor. Description: This course is designed to introduce students to principles and practices of planning, funding, operating, and evaluating events within the sport industry. This course includes actual hands-on involvement with event planning and management. For class offerings for a specific term, refer to the Schedule of Classes (http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm)</p>	