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 (https://louisville.edu/bursar/tuitionfee/university-fees/).

<table>
<thead>
<tr>
<th>Course Code</th>
<th>Course Name</th>
<th>Units</th>
<th>Term Typically Offered</th>
<th>Prerequisite(s)</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>SPAD 180</td>
<td>The Sport Spectator Experience</td>
<td>3</td>
<td>Fall, Spring, Summer</td>
<td></td>
<td>This course presents an overview of the sport industry from the perspective of the fan/spectator.</td>
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<tr>
<td>SPAD 281</td>
<td>Principles of Sport Administration</td>
<td>3</td>
<td>Fall, Spring, Summer</td>
<td></td>
<td>Principles and theory of administration and management as they apply to the administration and management of sport, fitness, leisure, and recreation services, and programs.</td>
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<tr>
<td>SPAD 284</td>
<td>Sport Leadership and Ethics</td>
<td>3</td>
<td>Fall, Spring, Summer</td>
<td></td>
<td>This course will explore the application of leadership and ethical theories in sport administration. Focusing on the individual level of organizational behavior, students will learn about values, behaviors, motivation, decision making, and leadership. Students will learn about themselves through personality assessments while gaining knowledge on leadership theories.</td>
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<tr>
<td>SPAD 333</td>
<td>Field Experience in Sport Administration</td>
<td>1-3</td>
<td>Fall, Spring, Summer</td>
<td>Consent of instructor.</td>
<td>Supervised practical work experience in an organization or business related to the student's academic field area of specialization or career interest.</td>
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<tr>
<td>SPAD 336</td>
<td>Digital Development &amp; Technology in Sport</td>
<td>3</td>
<td>Fall, Spring</td>
<td></td>
<td>This course will provide students with a basic introduction to the use of digital technology within the sport industry.</td>
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<tr>
<td>SPAD 342</td>
<td>Race and sport in the U.S. - D1, SB</td>
<td>3</td>
<td>Fall, Spring</td>
<td></td>
<td>This course explores the history and contemporary role of race and racism in sporting spaces.</td>
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<tr>
<td>SPAD 345</td>
<td>Sport Communication</td>
<td>3</td>
<td>Fall, Spring, Summer</td>
<td></td>
<td>This course presents an overview of the sport industry from history, present status, objectives, units of competition, program of activities, rules and regulations, awards, and administrative problems related to administration of intramural activities.</td>
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<tr>
<td>SPAD 353</td>
<td>Sport and Film</td>
<td>3</td>
<td>Occasionally Offered</td>
<td></td>
<td>An examination and critical analysis of sport in film.</td>
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<tr>
<td>SPAD 360</td>
<td>Administration of Intramural Activities</td>
<td>3</td>
<td>Fall, Spring</td>
<td></td>
<td>History, present status, objectives, units of competition, program of activities, rules and regulations, awards, and administrative problems related to administration of intramural activities.</td>
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<tr>
<td>SPAD 369</td>
<td>Directed Readings in Sport Administration</td>
<td>1-3</td>
<td>Fall, Spring</td>
<td>Consent of instructor.</td>
<td>Supervised readings pertaining to a research topic in Sport Administration.</td>
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</table>
SPAD 383. Sport Marketing  
Term Typically Offered: Fall, Spring  
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  
Term Typically Offered: Fall, Spring  
Prerequisite(s): C- or better in SPAD 281; 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  
Term Typically Offered: Fall, Spring  
Prerequisite(s): C- or better in SPAD 284; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor or Athletic Coaching minor.  
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)

SPAD 395. Sport Promotion and Sales  
Term Typically Offered: Fall, Spring  
Prerequisite(s): C- or better in SPAD 281 and C- or better in SPAD 284; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor.  
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)

SPAD 401. Career Development in Sport Administration  
Term Typically Offered: Fall, Spring  
Prerequisite(s): Completion of 45 hours, C- or better in SPAD 281 and C- or better in SPAD 284, or consent of instructor; 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 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)

SPAD 402. Internship in Sport Administration - CUE  
Term Typically Offered: Fall, Spring  
Prerequisite(s): SPAD 401; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor.  
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)

SPAD 404. Financial Principles in Sport  
Term Typically Offered: Fall, Spring  
Prerequisite(s): Completion of 45 hours, C- or better in SPAD 281 and C- or better in SPAD 284, or consent of instructor; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor.  
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)
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<td>SPAD 405.</td>
<td>Sport Facility Management</td>
<td>3</td>
<td>Occasionally Offered</td>
<td>Completion of 45 hours, C or better in SPAD 281 and C or better in SPAD 284, consent of instructor; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor.</td>
<td>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 (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</td>
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<td>SPAD 437.</td>
<td>Data and Analytics in Sport</td>
<td>3</td>
<td>Occasionally Offered</td>
<td>Completion of 45 hours, C or better in SPAD 281 and C or better in SPAD 284, consent of instructor; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor.</td>
<td>An application of data and analytics in sport. For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</td>
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<td>SPAD 480.</td>
<td>Athletics in Higher Education</td>
<td>3</td>
<td>Occasionally Offered</td>
<td>Completion of 45 hours, C or better in SPAD 281 and C or better in SPAD 284, consent of instructor; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor.</td>
<td>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 (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</td>
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<td>SPAD 484.</td>
<td>Strategic Management in Sport</td>
<td>3</td>
<td>Fall, Spring, Summer</td>
<td>Junior Standing or consent of instructor.</td>
<td>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 of entrepreneurship in sport. For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</td>
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<td>SPAD 489.</td>
<td>Legal Aspects of Sport</td>
<td>3</td>
<td>Fall, Spring</td>
<td>Completion of 45 hours, C or better in SPAD 281 and C or better in SPAD 284, consent of instructor; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor.</td>
<td>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 (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</td>
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<td>SPAD 490.</td>
<td>Senior Seminar in Sport Business</td>
<td>3</td>
<td>Fall, Spring</td>
<td>Completion of 45 hours, C or better in SPAD 281 and C or better in SPAD 284, consent of instructor; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor.</td>
<td>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 (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</td>
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<td>SPAD 509.</td>
<td>International Sport</td>
<td>3</td>
<td>Spring Only</td>
<td>Junior standing or consent of instructor.</td>
<td>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 (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</td>
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<td>SPAD 510.</td>
<td>Entrepreneurship in Sport Business</td>
<td>3</td>
<td>Occasionally Offered</td>
<td>Junior Standing or consent of instructor.</td>
<td>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 of entrepreneurship in sport. For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</td>
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<td>SPAD 521.</td>
<td>Independent Study in Sport Administration</td>
<td>1-3</td>
<td>Occasionally Offered</td>
<td>Consent of instructor.</td>
<td>Independent examination of selected topic(s) in Sport Administration. For class offerings for a specific term, refer to the Schedule of Classes (<a href="http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm">http://htmlaccess.louisville.edu/classSchedule/setupSearchClassSchedule.cfm</a>)</td>
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SPAD 524. Management of Professional Baseball
Term Typically Offered: Occasionally Offered
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)

SPAD 525. Sport Event Planning and Management
Term Typically Offered: Spring Only
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)

SPAD 529. Women and Sport
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)

SPAD 530. Sport Promotion and Sales
Prerequisite(s): C- or better in SPAD 281 and C- or better in SPAD 284; admission to the College of Education and Human Development or College of Business or officially accepted as a Sport Administration minor.
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)

SPAD 536. Sport Administration in Nonprofit Organizations
Term Typically Offered: Occasionally Offered
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)

SPAD 561. Special Topics in Sport Administration
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)