

# SPORT ADMINISTRATION

**Program:** SPRT

**Credential:** Ontario College Diploma

**Delivery:** Full-time

**Work Integrated Learning:** 2 Field Placements

**Length:** 4 Semesters

**Duration:** 2 Years

**Effective:** Fall 2022, Winter 2023

**Location:** Barrie

## Description

Students develop the knowledge, skills and experience to succeed within the sport industry. The fundamentals of business administration are introduced through courses in accounting, marketing, technology, research, and entrepreneurship. Operations in sport organizations are explored through curriculum in fundraising, sponsorship, program planning, leagues, tournament organizing and scheduling, fitness, outdoor recreation and facilities. In addition to the theoretical components of the program, practical experience is obtained through community leadership opportunities and field placements.

## Career Opportunities

Graduates of this program may be eligible for entry-level positions within amateur athletic associations, professional sport organizations, sport governing bodies, regional, provincial, national and international sport competitions, municipal parks and recreation departments, college and university athletic centres, varsity and intramural programs, community facilities, resorts, private and commercial clubs, event companies, outdoor adventure centres, sport retailers, equipment manufacturers, sport related charities and foundations.

## Program Learning Outcomes

The graduate has reliably demonstrated the ability to:

1. assess the political, economic and historical context when developing business strategies for a sport organization;
2. perform work in compliance with relevant statutes, regulations and business practices in the sport industry;
3. provide leadership in order to accomplish organizational goals;
4. support the administration and operations of a sport organization;
5. develop marketing strategies for a sport organization;
6. use information technology and software programs relevant to the sport industry;
7. employ accounting and financial information to support the operations of a sport organization;
8. plan, implement and evaluate sport programs and events;
9. conduct and present research to support business decision making in a sport organization;
10. develop strategies for ongoing personal and professional development as a sport industry professional;
11. employ environmentally sustainable practices in the sport industry;
12. apply entrepreneurial strategies to respond to opportunities in the sport industry.

## Program Progression

The following reflects the planned progression for full-time offerings of the program.

### Fall Intake

- **Sem 1:** Fall 2022
- **Sem 2:** Winter 2023
- **Sem 3:** Fall 2023
- **Sem 4:** Winter 2024

### Winter Intake

- **Sem 1:** Winter 2023
- **Sem 2:** Fall 2023
- **Sem 3:** Winter 2024
- **Sem 4:** Fall 2024

## Admission Requirements

OSSD or equivalent with

- Grade 12 English (C or U)
- any Grade 11<sup>1</sup> or 12 Mathematics (C,M or U)

<sup>1</sup> Minimum of 60% in Grade 11 College or University level Mathematics (MBF3C or MCF3M)

Mature students, non-secondary school applicants (19 years or older), and home school applicants may also be considered for admission. Eligibility may be met by applicants who have taken equivalent courses, upgrading, completed their GED, and equivalency testing. For complete details refer to: [www.georgiancollege.ca/admissions/academic-regulations/](http://www.georgiancollege.ca/admissions/academic-regulations/) (<http://www.georgiancollege.ca/admissions/academic-regulations/>)

Applicants who have taken courses from a recognized and accredited post-secondary institution and/or have relevant life/learning experience may also be considered for admission; refer to the Credit Transfer Centre website for details:

[www.georgiancollege.ca/admissions/credit-transfer/](http://www.georgiancollege.ca/admissions/credit-transfer/) (<http://www.georgiancollege.ca/admissions/credit-transfer/>)

## Criminal Reference/Vulnerable Sector Check

Placement agencies require an up-to-date clear criminal reference check and vulnerable sector check prior to going out on placement. Students should obtain their criminal reference three months prior to placement; checks conducted earlier may not be considered current. As some jurisdictions require longer lead-time for processing, please check with the program coordinator to ensure you allow for sufficient turn-around time. It is the student's responsibility to provide the completed document prior to placement start.

NOTE: A record of criminal offences, for which a pardon has not been granted, may prevent students from completing their placements, thereby affecting their ability to graduate.

## Additional Information

Students are required to have Standard First Aid and CPR on admission to the program (on-line courses are not acceptable). It is the student's responsibility to renew their Standard First Aid and CPR certification annually while in the program. Students are asked to submit a copy of their current Standard First Aid and CPR certificate to the coordinator of the program.

## Graduation Requirements

- 17 Program Courses
- 2 Communications Courses
- 3 General Education Courses
- 2 Field Placements

## Graduation Eligibility

To graduate from this program, the passing weighted average for promotion through each semester, from year to year, and to graduate is 60%. Additionally, a student must attain a minimum of 50% or a letter grade of P (Pass) or S (Satisfactory) in each course in each semester unless otherwise stated on the course outline.

## Program Tracking

The following reflects the planned course sequence for full-time offerings of the Fall intake of the program. Where more than one intake is offered contact the program co-ordinator for the program tracking.

| Semester 1   |                                      | Hours      |
|--|--------------------------------------|------------|
| Program Courses  |                                      |            |
| COMP 1058  | Technology in Administration         | 42         |
| RECR 1001  | Program Planning                     | 42         |
| REAS 2003  | Research in Recreation and Sport     | 42         |
| SPRT 1000  | Introduction to Sport Administration | 42         |
| Communications Course  |                                      |            |
| Select 1 course from the Communications list during registration.    |                                      | 42         |
| General Education Course   |                                      |            |
| Select 1 course from the General Education list during registration. |                                      | 42         |
| <b>Hours</b>   |                                      | <b>252</b> |

| Semester 2  |                               | Hours      |
|---|-------------------------------|------------|
| Program Courses   |                               |            |
| ACCT 1013   | Accounting Fundamentals       | 42         |
| FITN 1002   | Fitness and Wellness          | 42         |
| MKTG 1000   | Introduction to Marketing     | 42         |
| RECR 1002   | Event Planning                | 42         |
| SPRT 1001   | Sport Organizations in Canada | 42         |
| Communications Course   |                               |            |
| Select 1 course from the communications list during registration. |                               | 42         |
| <b>Hours</b>  |                               | <b>252</b> |

| Semester 3   |                                   | Hours      |
|--|-----------------------------------|------------|
| Program Courses  |                                   |            |
| SPRT 2000  | Sport Fundraising and Sponsorship | 42         |
| SPRT 2001  | Leagues and Tournaments           | 42         |
| RECR 2003  | Administration Practices          | 42         |
| RECR 2005  | Facility Operations               | 42         |
| General Education Course   |                                   |            |
| Select 1 course from the general education list during registration. |                                   | 42         |
| Field Placement  |                                   |            |
| SPRT 2002  | Field Placement 1                 | 60         |
| <b>Hours</b>   |                                   | <b>270</b> |

## Semester 4

| Program Courses   |   | Hours       |
|---|---|-------------|
| ENTR 2009   | Entrepreneurship and Small Business                 | 42          |
| RECR 2001   | Outdoor Recreation and Environmental Sustainability | 42          |
| RECR 2004   | Trends and Opportunities in Sport                   | 42          |
| TOUR 2014   | Sports Tourism                                      | 42          |
| General Education Course  |   |             |
| Select 1 course from the general education list during registration.  |   | 42          |
| Field Placement   |   |             |
| SPRT 2003   | Field Placement 2                                   | 120         |
| Students registered as January intake Semester 1 will take Field Placement 1 in the 2nd year winter semester and Field Placement 2 in the 2nd year fall semester. |   |             |
| <b>Hours</b>  |   | <b>330</b>  |
| <b>Total Hours</b>  |   | <b>1104</b> |

## Graduation Window

Students unable to adhere to the program duration of two years (as stated above) may take a maximum of four years to complete their credential. After this time, students must be re-admitted into the program, and follow the curriculum in place at the time of re-admission.

**Disclaimer.** *The information in this document is correct at the time of publication. Academic content of programs and courses is revised on an ongoing basis to ensure relevance to changing educational objectives and employment market needs.*

*Program outlines may be subject to change in response to emerging situations, in order to facilitate student achievement of the learning outcomes required for graduation. Components such as courses, progression, coop work terms, placements, internships and other requirements may be delivered differently than published.*