



THIRD EDITION

APPLIED SPORT MANAGEMENT SKILLS

Includes web study guide

Robert N. Lussier
David C. Kimball

Applied Sport Management Skills

JE Gale



Applied Sport Management Skills:

Applied Sport Management Skills Robert N. Lussier, David C. Kimball, 2024 Undergraduate level text that provides students with a thorough understanding of the management principles used in sport organizations while also helping students developing their practical skills The text is organized around the central management functions of planning organizing leading and controlling **Applied Sport Management Skills** Robert N. Lussier, David Charles Kimball, 2014

Applied Sport Management Skills, Second Edition (With Web Study Guide) Robert N. Lussier, PhD and David C. Kimball, PhD , *Applied Sport Management Skills Print + Ebook + Web Resource* Professor Robert N Lussier, 2009-01-01 Applied Sport Management Skills covers the four management functions of planning organizing leading and controlling in a sport specific context This text provides a comprehensive overview of management topics with a unique focus on developing the necessary skills to manage sport organizations **Applied Sport Management Skills Print + Ebook + Web Resource** Robert Lussier, 2009-01-01 **Applied Sport Management Skills** Robert N. Lussier, David C. Kimball, 2023-03-06 Applied Sport Management Skills Fourth Edition With HKPropel Access takes a practical approach for teaching students how to become strong leaders and managers in the world of sport Organized around the central management functions of planning organizing leading and controlling and addressing the Commission on Sport Management Accreditation COSMA Common Professional Component topics and North American Society for Sport Management NASSM guidelines the fourth edition has been extensively updated with hundreds of new references and sport examples The text employs a three pronged approach for teaching management theory putting theories into practice and developing students management skills Timely discussions and case studies address the impacts of COVID 19 Black Lives Matter initiatives name image and likeness rules women in executive positions corporate social responsibility data analytics and more While other texts focus on learning about sport management Applied Sport Management Skills enables students to apply the principles while developing the skills to become effective sport managers Interactive online learning tools available through HKPropel complement activities found in each chapter Flash card activities help students learn key terms Self assessments which ask students to identify their strengths and weaknesses and plan to improve shortcomings are now assignable trackable and automatically scored Applying the Concepts quizzes which challenge students to identify management concepts illustrated in various situations are now trackable and automatically scored Time Out features in which students apply management concepts to their personal sport and work experiences are now assignable instructor scored assessments Case studies are now supplemented by 10 question automatically scored quizzes and include three open ended discussion questions Additional assignments available in downloadable documents for students to complete and submit to the instructor further facilitate the application of the concepts presented in the text Sport Management Professionals Work activities provide a cohesive thread to keep students focused on how sport managers use the concepts on the job Skill Builder Exercises present real world scenarios designed to

help future managers handle day to day situations such as setting priorities conducting job interviews handling conflict and coaching employees Sports and Social Media Exercises introduce students to the role of social media in managing sport organizations Students review popular social media sites such as Facebook Twitter and LinkedIn and visit sport websites Game Plan for Starting a Sport Business features ask students to perform managerial tasks such as developing an organization structure and brainstorming ideas for leading employees With Applied Sport Management Skills students will be primed for an exciting career in sport management by gaining a thorough understanding of management theories and developing the acumen to apply them Note A code for accessing HKPropel is not included with this ebook but may be purchased separately

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