Virginia CTE

Sports and Entertainment Management (2021)

Demonstrating Personal Qualities and Abilities 1	**a** Demonstrate creativity and innovation. 1A
	b Demonstrate critical thinking and problem solving. 1B
	c Demonstrate initiative and self-direction. 1C
	d Demonstrate integrity. 1D
	e Demonstrate work ethic. 1E
Demonstrating Interpersonal Skills 2	**a** Demonstrate conflict-resolution skills. 2A
	b Demonstrate listening and speaking skills. 2B
	c Demonstrate respect for diversity. 2C
	d Demonstrate customer service skills. 2D
	e Collaborate with team members. 2E
Demonstrating Professional Competencies 3	**a** Demonstrate big-picture thinking. 3A
	b Demonstrate career- and life-management skills. 3B
	c Demonstrate continuous learning and adapatability. 3C
	d Manage time and resources. 3D
	e Demonstrate information-literacy skills. 3E
	f Demonstrate and understanding of information security. 3F
	g Maintain working knowledge of current information-technology (IT) systems. 3G
	h Demonstrate proficiency with technologies, tools, and machines common to a specific occupation. 3H
	i pply mathematical skills to job-specific tasks. 3I

Skip to main content

	j Demonstrate professionalism. 3J
	k Demonstrate reading and writing skills. 3K
	l Demonstrate workplace safety. 3L
Examining All Aspects of an Industry 4	**a** Examine aspects of planning within an industry/organization. 4A
	b Examine aspects of management within an industry/organization 4B
	c Examine aspects of financial responsibility within an industry/organization. 4C
	d Examine technical and production skills required of workers within a industry/organization. 4D
	e Examine principles of technology that underlie an industry/organization. 4E
	f Examine labor issues related to an industry/organization. 4F
	g Examine community issues related to an industry/organization. 4G
	h Examine health, safety, and environmental issues related to an industry/organization. 4H
Addressing Elements of Student Life 5	**a** Identify the purposes and goals of the student organization. 5A
	b Explain the benefits and responsibilities of membership in the student organization as a student and in professional/civic organizations as an adult. 5B
	c Demonstrate leadership skills through participation in student organization activities, such as meetings, programs, and projects. 5C
	d Identify Internet safety issues and procedures for complying with acceptable use standards. 5D
Exploring Work-Based Learning 6	**a** Identify the types of work-based learning (WBL) opportunities. 6A
	b Reflect on lessons learned during the WBL experience. 6B
	c Explore career opportunities related to the WBL experience. 6C
	d Participate in a WBL experience, when appropriate. 6D
Describing the Economics of Industries 7	**a** Describe U.S. economic indicators and their effects on the sports and entertainment industries. 7A
	)escribe the economic impact of sports and entertainment. 7B

Skip to main content

	c Identify cultural and political environments and their economic impact on global sports and entertainment industries. 7C
Explaining the Structure of Sports and Entertainment Businesses 8	a Explain the advantages and disadvantages of operating as a for-profit or nonprofit organization. 8A
	b Explore the organizational structures within the sports and entertainment industries. 8B
Exploring Entrepreneurship in Sports and Entertainment 9	a Explore entrepreneurship opportunities related to sports and entertainment marketing. 9A
	b Identify the characteristics of an entrepreneur. 9B
	c Identify the steps of establishing a business. 9C
	d Describe the economic impact of small businesses. 9D
Developing Customer Service Skills 10	a Respond to inquiries and suggestions from customers, coworkers, and supervisors in a sports and entertainment context. 10A
	b Explain company policy to a customer in a sports and entertainment context. 10B
Exploring Sports and Entertainment Management 11	a Define the role of the sports and entertainment manager. 11A
	b Examine the competencies and skills successful sports and entertainment managers possess. 11B
	c Identify functions successful sports and entertainment managers must perform with consumers, partners, and employees. 11C
	d Evaluate the sports and entertainment manager's role in decision-making for campaigns, employees, and partners. 11D
	e Evaluate various sports and entertainment management opportunities. 11E
	f Evaluate sports and entertainment management levels on an organizational chart. 11F
	g Explain facilities management as it relates to the sports and entertainment industries. 11G
	h Explain on-site merchandising and concessions as they relate to sports and entertainment facilities. 11H
	i Identify online merchandise methods as they relate to the sports and entertainment industries. 11I

Skip to main content

	j Explore niche markets in the sports and entertainment industries. 11J
Exploring Ethical Issues in Sports and Entertainment 12	a Identify ethical issues related to the sports and entertainment industries. 12A
	b Examine social and environmental responsibility in relation to sports and entertainment management. 12B
	c Analyze the effects of biased media. 12C
	d Describe the value of sports and entertainment to the community. 12D
Exploring the Legal Aspects of Sports and Entertainment 13	a Explain risk management and its relationship to the sports and entertainment industries. 13A
	b Identify purposes, types, and terms of contracts. 13B
	c Examine the role of labor and antitrust law in sports and entertainment industries. 13C
	d Identify unions relevant to sports and entertainment industries. 13D
	e Describe the impact of the Americans with Disabilities Act (ADA) on sports and entertainment events and facilities. 13E
	f Describe the impact of national, state, and local laws and regulations on sports and entertainment. 13F
Understanding Market Research 14	a Explain market research and its use in the sports and entertainment industries. 14A
	b Explain the need for market research for all functions of marketing. 14B
	c Identify sources of data for market research in the sports and entertainment industries. 14C
	d Describe external factors affecting the sports and entertainment marketing process. 14D
	e Describe the steps in developing a market research project. 14E
	f Develop a market research project. 14F
	g Evaluate the results of a market research project. 14G
	h Develop a market segmentation analysis. 14H
Ex **Ex**	dentify revenue sources related to the sports and entertainment management ndustries. 15A

Skip to main content

	b Identify expenditures related to the sports and entertainment industries. 15B
	c Identify the components of a budget. 15C
	d Analyze financial statements. 15D
Managing Safety and Security 16	**a** Explain the importance and types of indoor and outdoor security (life and property safety). 16A
	b Describe partnerships with safety and security professionals or agencies. 16B
	c Explain the security needs of a venue. 16C
	d Explain the use of emergency preparedness plans to address threats to a venue. 16D
Understanding Event Management 17	**a** Explain the process for planning an event. 17A
	b Describe factors that motivate consumers to attend sports and entertainment events. 17B
	c Explain how event popularity and competitive factors relate to attendance. 17C
	d Analyze personnel needs for an event. 17D
	e Analyze the financial resources required for each event activity. 17E
	f Develop a marketing plan for an event. 17F
	g Develop a budget for an event. 17G
	h Develop follow-up activities to recognize and thank participants after the event. 17H
	i Manage a sports and entertainment event. 17I
	j Evaluate the sports and entertainment event. 17J
Developing Career Goals 18	**a** Identify career and employment-related information sources. 18A
	b Identify career opportunities at different levels in sports and entertainment. 18B
	c Describe education and training needed for a sports and entertainment management career. 18C
	d Identify barriers to employment and strategies to overcome them. 18D
	e Identify professional development opportunities in the sports and entertainment industries. 18E

Skip to main content

f **Collect information about a prospective employer.** 18F

g **Develop a career plan.** 18G