



Applied Sport Management Skills (With Web Resource)

Robert Lussier, David Kimball

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Applied Sport Management Skills uses the four management functions of planning, organizing, leading, and controlling to teach readers how to become strong leaders and managers in the world of sport. This book, along with its companion Web site and online student resource, provides a comprehensive overview of management topics with a unique focus on developing the necessary skills for managing sport organizations.

The text's how-to approach helps students learn by putting into practice what they will be doing as sport managers—including creative problem solving, strategic planning, and developing the skills to lead, organize, and delegate. By taking principles and concepts presented in the text and applying them to professional practice, students will be able to assess how their interests and skills can contribute to the growing sport management field.

Filled with various exercises and real-world examples, *Applied Sport Management Skills* contains valuable tools to help students understand leadership and management in the sport industry:

- Chapter-opening scenarios, revisited throughout each chapter, provide a cohesive thread to keep students focused on how sport managers use the text concepts on the job. Each chapter also includes several application examples from a variety of sport organizations.

- Case studies in each chapter help students apply their newly gained knowledge to real-life situations.

- Time-outs encourage students to relate chapter concepts to their own experiences through brief assignments and questions.

- Self-assessment exercises enable students to better understand themselves and to determine their strengths and areas of improvement.

- Skill-building exercises provide students with the opportunity to develop skills they can use in their personal and professional lives.

- Application and skill-development sidebars, learning outcomes, key terms, and chapter summaries reinforce key points covered in the chapter.

Applied Sport Management Skills includes an extensive instructor guide, test bank, and PowerPoint presentation package to assist instructors with class preparation and presentation and engage students in the material. A companion online student resource (OSR) allows students to use the learning activities from the text in a dynamic and interactive setting. Many activities in the OSR can be filled out, printed, and handed in to the instructor, whereas others provide immediate “correct” or “incorrect” feedback to students. Additional features found only in the OSR include related Internet resources and questions that test students' ability to gather information from sport-related Web sites.

Applied Sport Management Skills provides readers with a thorough understanding of the management principles and concepts used in sport organizations and the challenges that managers face. This understanding is enhanced by the application of that knowledge and by the focus on developing management skills, allowing students to build a solid foundation toward a fulfilling career in sport management.

Includes an online student resource!

To assist students using the text, *Applied Sport Management Skills* has a companion online student resource (OSR.) Completely integrated with the text, the OSR allows students to experience content through multiple dimensions. Students will receive free access to the OSR with the purchase of a new text, or it may be purchased as a separate component.

The companion OSR is a dynamic and interactive tool that allows students to comprehend and practice information presented in the text with a variety of learning activities:

-Time-out sections are one- or two-sentence assignments that require students to think about the material and apply it to a work or sport situation.

-Application exercises reinforce the material from the chapter through the use of a short series of questions and a bank of answers to choose from.

-Review and discussion questions require students to synthesize the material from the chapter and help them fully comprehend the information.

-Self-assessments are interactive exercises that provide insight into students' management styles.

The OSR also provides additional learning material, including related Internet resources and questions that test students' ability to gather information from sport-related Web sites. Many activities in the OSR can be filled out, printed, and handed in to the instructor, whereas others provide immediate “correct” or “incorrect” feedback to students.

Access to the online student resource is available at

www.HumanKinetics.com/AppliedSportManagementSkills.

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