

**GEORGE MASON UNIVERSITY**  
**School of RHT**  
**SPMT 201: Introduction to Sport Management**  
**Summer 2010**

**PROFESSOR:** Craig Esherick  
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**OFFICE HRS:** Before class, after class & by appointment  
**CLASS MEETINGS:** Daily 8am to 12 noon (see attached COURSE OUTLINE)  
**CLASS LOCATION:** **Enterprise 277**

**COURSE DESCRIPTION:**

This course will introduce the sport management profession to the student. Primary focus is on the sport industry, including professional sport entertainment, amateur sport entertainment, for-profit sport participation, nonprofit sport participation, sporting goods, and sport services.

**REQUIRED READINGS:**

Parks, J. Quarterman, J., & Thibault, L. (eds.) (2007). *Contemporary Sport Management (3<sup>rd</sup> ed.)*. Champaign, IL: Human Kinetics Publishers

**ADDITIONAL READINGS:** Students will be expected to stay on top of current events in the sports industry. Regular reading of sports pages or online sports news is encouraged.

**COURSE OBJECTIVES:** Students will be able to:

1. Differentiate between the various functional areas of sport management;
2. Describe the organizational and managerial foundations of sport management;
3. Identify the historical, sociological, cultural, and psychological foundations of sport management;
4. Identify current trends and issues in sport management;
5. Appreciate current research in sport management;
6. Demonstrate an understanding of professional preparation in sport management.

**HONOR CODE:**

George Mason shares in the tradition of an honor system that has existed in Virginia since 1842. The Honor Code is an integral part of university life. On the application for admission, students sign a statement agreeing to conform to and uphold the Honor Code. Students are responsible, therefore, for understanding the code's provisions. In the spirit of the code, a student's word is a declaration of good faith acceptable as truth in all academic matters. Cheating and attempted cheating, plagiarism, lying, and stealing of academic work and related materials constitute Honor Code violations. To maintain an academic community according to these standards, students and faculty must report all alleged violations to the Honor Committee. Any student who has knowledge of, but does not report, a violation may be accused of lying under the Honor Code. With this in mind, all students in this course are held to the strictest standards of the George Mason University Honor Code.

**STUDENT SUPPORT:**

Any eligible student with an exceptionality documented through George Mason University's Disability Resource Center must notify the instructor so that suitable accommodations can be implemented. The notification should take place during the first two days of class this summer.

**EVALUATION:**

Interview Project	70 points (28%)
Discretionary (participation, other assignments, etc.)	45 points (18%)
Assignment (beginning of class)	5 points (2%)
Mid Term	65 points (26%)
Final Exam	65 points (26%)
<b>TOTAL</b>	<b>250 points</b>

*Instructor Expectations:*

1. All assigned reading for each class is expected to be done prior to coming to class.
2. All written assignments must be typed (computer word processing is recommended).
3. Regular attendance and participation is expected. If you miss a class, it is your responsibility to obtain class materials from sources other than the instructor. The professor will give in-class questions/writing assignments regularly. It is also your responsibility to check Blackboard and your emails.
4. Students must abide by the Honor Code, guided by the spirit of academic integrity.

*Class Attendance:*

It enhances your academic success to be in class; therefore, you should attend ALL scheduled class meetings in accordance with George Mason policy: Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but to the class as a whole. Because class participation may be a factor in grading, instructors may use *absence, tardiness, or early departure as de facto evidence of nonparticipation*. Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

*Participation:*

Respect the free exchange of thought in an academic environment and the participants therein. For example: a) do not have any sound emitting devices turned on; b) wait until the teacher/guest speaker has finished prior to gathering your belongings; and c) do not smoke, chew tobacco, eat, sleep, disrupt others by inappropriate talking, or disrespect the class schedule by being tardy. You are encouraged to a) feel free to openly and respectfully contribute your thoughts; b) listen actively to the comments of others; c) be punctual; d) ask any and all appropriate questions that you have; and e) maintain civility in your interpersonal communications. Class discussions will be conducted in a civil, informed fashion wherein disruptive students will be asked to leave the class. Your contributions are not only welcomed, they are essential.

*Alternative Work:*

*There is NO make-up work.* Only those excused absences supported by documentation will be addressed at the instructor’s discretion on an individual basis (e.g. a physician’s note for an illness). Alternative work due to intercollegiate athletic competitions or other legitimate university activity must be arranged **PRIOR** to due date. A grade of ‘0’ will be assigned to all missed work unless otherwise determined by the instructor.

**GRADING:** *There will be NO extra credit.*

Cumulative Points	Percentage %	Letter Grade
244 - 250	100 – 98	A+
234 – 243	97 – 94	A
224 – 233	93 – 90	A-
214 - 223	89 – 86	B+
204 - 213	84 – 82	B
196 - 203	81 – 79	B-
189 - 195	78-76	C+
179 - 188	75-72	C
174 - 178	71-70	C-
149 – 173	69-60	D
< 148	59% & Below	F

The instructor is solely responsible for assigning grades. As such, the instructor reserves the right to assess student performance in each of the categories identified in the **EVALUATION** section of this syllabus. Student non-compliance with stated academic, honor, attendance, or participation expectations will result in a ‘0’ for the associated evaluation. The instructor will post materials on Blackboard and it is the student’s responsibility to check Blackboard regularly.

**COURSE OUTLINE:** (8am to 12noon July 6-July 16)

Day	Date	Tentative Topics Covered &	Readings Due:
Tuesday	July 6	Syllabus; Introduction; Expectations; Sport & Sport Management Overview; Nature of the Sport Industry	Chapter 1
		Context of Sport: Historical & Sociological Aspects	Chapter 18 and History power point
Wednesday	July 7	Professional Preparation; Critical Thinking about Sport Management	Chapter 2 Chapter 3
Thursday	July 8	Sport Marketing; Consumer Behavior; Public Relations	Chapter 9 Chapter 10 Chapter 11
Friday	July 9	Finance & Economics; Venues & Events, Facilities and Operations	Chapter 12 Chapter 13
Monday	July 12	<b>MIDTERM</b>	Scantron needed
Tuesday	July 13	Intercollegiate Sport: NCAA, NAIA and NJCAA	Chapter 4
		Professional Sport; Sport Management & Marketing Agencies	Chapter 5 Chapter 6
Wednesday	July 14	Sport Tourism; International Sport: A North American Perspective	Chapter 7 Chapter 8
		Organizational Theory and Practice Leadership and Management	Chapter 14 Chapter 15
Thursday	July 15	Sport Management Research	Chapter 19 and 20
		Legal Considerations in Sport: Tort Law, Title IX, ADA, Contracts, Intellectual property, ADR	Chapter 16
		Ethical Challenges in Sport Management: Future issues in the Industry. Oral presentations for interview project	Chapter 17
		Review for final, hand in interview project paper.	
Friday	July 16	<b>FINAL EXAM</b>	Scantron needed

