

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism
SM 475- Sport Management Professional Development Seminar
Fall 2011

DAY/TIME:	Monday, 4:30pm	LOCATION:	Robinson A105
PROFESSOR:	Robert E. Baker	EMAIL ADDRESS:	rbaker2@gmu.edu
OFFICE LOCATION:	201 G BRH-PW	PHONE NUMBER:	703-993-3727
OFFICE HOURS:	Before Class (FX) &Appt	FAX NUMBER:	703-993-2025
CREDITS:	3 hours		

PREREQUISITES: SPMT 201, SPMT 241, PHED 200, 24 hours in RHT, 90 hours

COURSE DESCRIPTION

This is a seminar format in which students synthesize and apply theories, concepts, and practices in the leadership and management of sport organizations.

COURSE OBJECTIVES

The student will be able to:

1. Recognize the application of theoretical concepts in management, economics, marketing, public relations, sociology, psychology, and other disciplines.
2. Utilize effective communication to enhance organizational effectiveness.
3. Develop a professional code of ethics.
4. Identify personal and management values.
5. Apply knowledge of concepts and theories to practical sport management situations.
6. Effectively assess job performance.
7. Develop an appreciation for professional integrity and ethical behavior.
8. Reflect on the evolution and scope of sport management and the sport industry.
9. Recognize theories, skills, and competencies and personal styles of leadership.

COURSE OVERVIEW:

Conceptually, this course is intended to provide practical assistance to you. The intent is for you to reflect on this course, five years from now, and know that it made a difference in your professional development! The learning experiences in this course are afforded through an interactive, seminar style instructional approach. This will ensure opportunities to meet the course objectives through instructor-led discussions with ample opportunities for student participation. In fact, the course requires student participation through applied readings, guest speakers, video tapes, current events, and more. Course content includes, but is not limited to, the following: Skills and competencies of sport leaders; Performance appraisal, assessment, evaluation, mentoring; Organizational communication, Communication skills, Business writing; Team building; Meeting management; Customer service; Professional ethics, rights and responsibilities; Concepts of morality; Personal philosophy regarding social responsibility; Professional codes of ethics; Personal and management values; Personal styles of leadership; Human resource management; Personal management philosophy and style; Effective decision making/problem solving; Small group behavior; Organizational structure and staffing; Organizational behavior; Definition and evolution of sport management. There are theoretical foundations and practical applications in each of these content areas.

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 week of classes.

Expectations:

1. All assigned reading for each class is to be completed 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.
4. Students must abide by the Honor Code, guided by the spirit of academic integrity.
5. No electronic devices (e.g. phones, computers, recorders, etc.) can be used without instructor's written permission.

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) Express permission of the Instructor is required for any electronic devices; 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; 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. ***There will be NO extra credit!!!***

REQUIRED READINGS

Readings will include current articles and news in sport management.

Text: Wong, G.M. (2009). *Careers in Sports*. Sudbury, MA: Jones & Bartlett

EVALUATION

Assessment of student objectives will include, but is not limited to, your performance in: Interviews; Current Events (bring in current events and topics each class); Meetings- Individual/Group (don't let electronic take the place of personal interaction); Projects (& Presentation); and your development of a Professional Portfolio (including Resume, Letters, etc.).

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

Cumulative Points	Percentage %	Letter Grade
195-200	100 – 98	A+
187-194	97 – 94	A
179-188	93 – 90	A-
171-178	89 – 86	B+
163-170	85 – 82	B
157-162	81 – 79	B-
151-156	78-76	C+
143-150	75-72	C
139-142	71-70	C-

119-138	69-60	D
≤118	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.

Personal Interview	25 points (12.5%)
Project I	25 points (12.5%)
Portfolio (includes Letter of Inquiry/Cover Letter/Resume)	50 points (25%)
Participation (includes Current Events; Meeting(s); Case Studies/Simulations; etc.)	25 points (12.5%)
Other Discretionary Assignments (including in-class work)	25 points (12.5%)
Project II (& Presentation)	50 points (25%)
TOTAL	200 points

Professional Portfolio- includes work samples, resume, sample cover letter, letter of inquiry, other evidence of who you are professionally.

Project I- Wizards Training camp assignment. Completion of all assigned responsibilities (pending resolution of CBA).

Project II- Sign up for an identified industry segment and describe its governance, organizational structures, typical career tracks, etc.; and select a real sport organization in your identified segment. Research that organization: Who are the key employees? What is their current status? Are there positions? Then, strategize regarding that organization and segment: How could you go about contacting them regarding a position?

Personal Interview- individual interviews with the instructor will be conducted. Prior to meeting, a draft of your resume should be provided.

Current Events- sign up to be responsible for connecting a current event to topics related to professional development in sport management, presenting it, and leading a class discussion

TENTATIVE COURSE SCHEDULE:

DATE			TOPIC	ASSIGNMENT / DUE
8-29	Week 1	M	Your Professional Philosophy; Professional Goals & Objectives: <u>Ethics - What's Right & Wrong</u>	
9-12	Week 2	M	Your Professional Philosophy; Professional Goals & Objectives: <u>Working in the Sport Industry</u>	DUE: Professional Philosophy & Goals
9-19	Week 3	M	Prepare Draft Resume	
9-26	Week 4	M	How do I get a Job?; Planning for a Job Search; Prep; <u>Networking- Life is a Contact Sport: Millennials: Tips</u>	C1 – C11; DUE: Resume Draft
10-3	Week 5	M	Professionalism- Appearance & Communication; <u>Professional Requirements: Presenting Yourself</u>	C12 – C14
10-11	*Week 6	T	Job Search Strategies; Methods; Applying for this Job	
10-17	Week 7	M	Sport Industry Segments	C15 - C48; DUE: Project II
10-24	Week 8	M	Career Tracks	C49 – C59; DUE: Project II
10-31	Week 9	M	Organizational Charts	C60 – C71; DUE: Project II
11-7	Week 10	M	Job Announcements	C72 – C95
11-14	Week 11	M	What You'll Encounter: Basics, Expectations if the Job- <u>Skills & Competencies: How am I Successful?</u>	
11-21	Week 12	M	Time for Individually Scheduled Personal Interviews	*
11-28	Week 13	M	General Concepts- Practical Advice: Being <u>Successful: Practical Life Concepts- handling Success</u>	DUE: Portfolio
12-5	Week 14	M	Decision Making & Problem Solving; Crisis <u>Management:</u>	DUE: Portfolio
12-12	Week 15	M	Professional Development Synthesis	

Note: Faculty reserves the right to alter the schedule as necessary.



- ❖ All students are held to the standards of the George Mason University Honor Code [See <http://www.gmu.edu/catalog/apolicies/#Anchor12>]
- ❖ University policy states that all sound emitting devices shall be turned off during class unless otherwise authorized by the professor
- ❖ Students with disabilities who seek accommodations in a course must be registered with the Disability Resource Center (DRC) and inform the instructor, in writing, at the beginning of the semester [See www.gmu.edu/student/drc]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>