

GEORGE MASON UNIVERSITY
School of RHT
SPMT 201-004: Introduction to Sport Management
Fall 2011

PROFESSOR: Christopher R. Atwater
OFFICE: Occoquan Building, Rm: 219, Prince William Campus
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PHONE NUMBER: 202-500-6279
OFFICE HRS: Before class @ FX & by Appointment
CLASS MEETINGS: MW 3:00-4:15pm
CLASS LOCATION: Innovation Hall, Rm: 208, Fairfax Campus

COURSE DESCRIPTION:

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

REQUIRED READINGS:

Pedersen, P., Parks, J. Quarterman, J., & Thibault, L. (eds.) (2011). *Contemporary Sport Management (4th ed.)*. Champaign, IL: Human Kinetics Publishers.

ADDITIONAL READINGS: **Regular** reading of a newspaper's sports section or online sports news site-covering local, national and international sports news; you will be expected to follow current sports events during this course.

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.
7. Develop an appreciation for the sports industry as a business and also an appreciation for the discipline necessary to work in the industry.
8. Improve their overall communications skills during this class.

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 classes.

EVALUATION:

Interview Project	60 points
Discretionary (Attendance, enthusiasm, class participation, assignments)	45 points
Research Assignment Sports Journal	10 points
Midterm Exam	65 points
Final Exam	70 points
<i>Total Points</i>	<i>250 points</i>

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). There will be many assignments during the course of the summer session.
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. Attendance will be monitored and attendance is defined as arriving on time for class and remaining in class.
4. Students must abide by the Honor Code, guided by the spirit of academic integrity.
5. If *class is conducted online*, it is expected that you will be involved in the discussions in a timely fashion. Coming in at the end of a discussion thread will be treated like being late for class, missing an assignment or handing in an assignment late.
6. You will be expected to check Bb regularly as well as being alert to emails from the instructor. The instructor will email you using *Bb email*.

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 and attend those classes **on time**. 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. Texting in class is **NOT** acceptable behavior; neither is falling asleep. It is assumed that laptops are being used to take notes or to follow Blackboard power points; other use is a distraction to me and your classmates.

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. You are strongly encouraged to hand assignments in on time.

GRADING: *There will be NO extra credit.*

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.

COURSE OUTLINE:

Day	Date	Tentative Topics Covered &	Readings Due:
Monday	8-29	<i>Syllabus</i> ; Introduction to class and sports industry; expectations for semester, how you are evaluated	
Wednesday	8-31	Managing Sport in the 21 st Century	Chapter 1
Monday	9-5	Holiday-no class	
Wednesday	9-7	Developing a Professional Perspective	Chapter 2
Monday	9-12	Sociological Aspects of Sport	Chapter 18
Wednesday	9-14	Sociological Aspects of Sport (continued)	Chapter 18
Monday	9-19	Historical Aspects of the Sports Business Industry	Chapter 3
Wednesday	9-21	Management Concepts and Practice in Sports Organizations	Chapter 4
Monday	9-26	Managerial Leadership in Sport Organizations	Chapter 5
Wednesday	9-28	Professional Sport	Chapter 6
Monday	10-3	Intercollegiate Athletics	Chapter 7
Wednesday	10-5	Intercollegiate Athletics (continued)	Chapter 7
Tuesday	10-11	Interscholastic Athletics	Chapter 8
Wednesday	10-12	Youth and Community Sport	Chapter 9
Monday	10-17	Sport Management Questions and Research; Midterm review	Chapter 20
Wednesday	10-19	Midterm	Ch 1-9, 18, 20
Monday	10-24	Sport Management and Marketing Agencies	Chapter 10
Wednesday	10-26	Sport Tourism	Chapter 11
Monday	10-31	Sport Marketing	Chapter 12
Wednesday	11-2	Sport Consumer Behavior	Chapter 16

Monday	11-7	Sport Consumer Behavior (continued)	Chapter 16
Wednesday	11-9	Communication in the Sport Industry	Chapter 13
Monday	11-14	Finance and Economics in the Sport Industry	Chapter 14
Wednesday	11-16	Sport Facility and Event Management	Chapter 15
Monday	11-21	Legal Considerations in Sport Management	Chapter 17
Wednesday	11-23	Holiday-no class	
Monday	11-28	Legal Considerations in Sport Management (continued)	Chapter 17
Wednesday	11-30	International Sports	Chapter 19
Monday	12-5	Oral presentation of interview project	Mandatory Attendance
Wednesday	12-7	Turn in Interview Project and Final Exam Review	Mandatory Attendance
Monday	12-12	Reading Day	
Monday	12-14	Final Exam	<i>Focus on chapters after the midterm</i>

Any circumstance arising that is not explicitly addressed in this syllabus or by George Mason University policy, is implicitly governed under the auspices of common sense and will be dealt with using the instructor's discretion.

Other student resources-

OFFICE OF DISABILITY SERVICES:

Phone 703 993 2474

<http://ods.gmu.edu>

WRITING CENTER

A114 Robinson Hall

Phone 703 993 1200

<http://writingcenter.gmu.edu>

COUNSELING AND PSYCHOLOGICAL SERVICES (CAPS)

Phone 703 993 2380

<http://caps.gmu.edu>

UNIVERSITY POLICIES:

The University Catalog, <http://catalog.gmu.edu>, is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other policies are available at <http://universitypolicy.gmu.edu/>. All members of the university community are responsible for knowing and following established policies.

GRADING SCALE:

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	85 – 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