

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism
SM 475- Sport Management Professional Development Seminar
Fall 2012

DAY/TIME:	Monday, 4:30pm	LOCATION:	Robinson A106
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 241, minimum of 75 hours, majors only

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 express permission.

Class Attendance:

It enhances your academic success to be in class; therefore, you are expected to 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. You are expected to maintain a professional decorum. For example: a) Express permission of the Instructor is required for the use of any electronic devices; b) at the conclusion of class, wait until the teacher/guest speaker has finished prior to gathering your belongings; and c) do not chew tobacco, eat, sleep, disrupt others by inappropriate talking, or disrespect the class schedule by being tardy. In preparation for your profession, 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 disruptions will not be tolerated. 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. (2013). *The Comprehensive Guide to Careers in Sports*. (2nd Ed.). Sudbury, MA: Jones & Bartlett

EVALUATION

Assessment of student objectives will include, but is not limited to, your performance in: Interviews, In-Class Assignments, External Assignments, Meetings, Projects, Presentations, and your 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	30 points (15%)
Segment & Position Project	35 points (17.5%)
Portfolio (includes Letter of Inquiry/Cover Letter/Resume/Work Samples)	40 points (20%)
Participation (includes attendance, selected in-class assignments, engagement in class)	30 points (15%)
Discretionary Assignments (includes both in-class and external assignments)	35 points (17.5%)
Peer Teaching Presentation)	30 points (15%)
TOTAL	200 points

Segment and Position Project- a) Using the Wong text, sign up for an identified industry segment of interest to you. b) Produce a written report describing its typical governance, organizational structures, career tracks, etc. Then, c) select an actual sport organization within your identified segment. And, d) Research that organization, answering at the minimum, the following questions: Who are the key employees? What is their current status? Are there open positions? Finally, e) strategize regarding that organization and segment: How could you go about contacting them regarding a position?

Peer Teaching Presentation- Based upon the content you've prepared for Project I, teach or team teach a 15-20+ minute session . If multiple people have the same segment, they can jointly address the segment itself; however, each person must choose a different organization and present their research on that organization individually.

Personal Interview- individual interviews with the instructor will be conducted. Several days prior to meeting, a draft copy of your resume should be provided. The interview will consist of two aspects: a) standard employment questions as a mock job interview; and b) questions and a conversation about your intended career path, etc.

Professional Portfolio- This represents your life as a professional. It includes work samples, your resume, a sample cover letter, a sample letter of inquiry, and other evidence of who you are professionally. What do you want prospective employers to know about you? What evidence can you provide to document your professional credibility? The portfolio should be organized as if it were being presented to a prospective employer, and it should be produced as a product that reflects your professionalism.

Assignments might include such activities as: a) join Linked In; b) develop individual or group written responses to current topics and/or situations presented by the instructor (e.g SBJ); c) volunteer work and/or service in the sport industry (e.g. Wizards Training Camp or something else); d) engage with employment services (e.g. teamworkonline; firsjobinsports; precisionhire; workinsport; nacda; and/or others); e) develop and creatively present your professional philosophy and career goals; f) develop and use a 30-60 second 'elevator pitch'; and g) meet with Career Services or a mentor.



- ❖ 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>

TENTATIVE COURSE SCHEDULE:

DATE			TOPIC	ASSIGNMENT / DUE
8-27	Week 1	M	The Course; Introductions; Your Professional Philosophy and Goals; Working in the Sport Industry; Wizards Training Camp...	ASSIGN: Develop Prospective Questions for Interns; Philosophy & Goals
9-10	Week 2	M	Summer Internship Presentations	DUE: Questions for Interns
9-17	Week 3	M	Philosophy, Goals, Objectives Presentations; Linked In; The Resume (assign Draft); Sign Up for Interview.	ASSIGN: Draft Resume SIGN UP: Interview; LinkedIn DUE: Professional Philosophy & Goals
9-24	Week 4	M	Professionalism- Appearance & Communication; Presenting Yourself; How am I Successful?; Professional Requirements, Expectations, Skills & Competencies	C1 – C11; DUE: Resume Draft
10-1	Week 5	M	What You'll Encounter: Sport Industry Segments; Career Tracks & Paths; Sign Up for Segment/Organization Project & Teaching Presentation	C12 – C14 SIGN UP: Segment Project & Teaching Presentation
10–9	*Week 6	T	How do I get a Job?; Announcements; Search Strategies; On-line Searches; Applying for a Job; Cover Letters; LOI	
10-15	Week 7	M	Networking- Life is a Contact Sport; Millennials- Tips to Separate Yourself; Interviewing	
10-22	Week 8*	M	<i>*Time Reassigned for Individually Scheduled Personal Interviews- No Formal Class Session</i>	
10-29	Week 9*	M	<i>*On Line Class: Multi-Tasking; Decision Making & Problem Solving; Crisis Management... Questions in Preparation for Teaching?</i>	Blackboard
11-5	Week 10	M	Segment/Organization/Position Teaching Presentations	C15 - C48; DUE: Segment & Position Project; Teaching Presentation
11-12	Week 11	M	Segment/Organization/Position Teaching Presentations	C49 – C59; DUE: Segment & Position Project; Teaching Presentation
11-19	Week 12	M	Segment/Organization/Position Teaching Presentations	C60 – C71; DUE: Segment & Position Project; Teaching Presentation
11-26	Week 13*	M	<i>*On Line Assignment: Blackboard</i>	ASSIGN: Respond to an Instructor Developed Topic; Develop Potential Questions for Interns
12-3	Week 14	M	Professional Development Synthesis & Discussion	C72 – C95
12-10	Week 15	M	Fall Internship Presentations	DUE: Professional Portfolio; Questions for Interns

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