

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism
SPMT 100- **Current Events in Sport Business (1)**

DAY/TIME: M-F 10-11:30am (two weeks)

PROFESSOR: Craig Esherick, JD
OFFICE LOCATION: Bul Run Hall 210C
OFFICE HOURS: By appointment

LOCATION: Founder's Hall Room 121 ARL campus

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PREREQUISITES:

None

COURSE DESCRIPTION:

This course will engage students in a discussion about recent developments in the sport industry, using the Sport Business Journal to stimulate the discussion as well as provide the student with current information about this rapidly changing industry. There will be two field trips conducted as part of this class.

COURSE OBJECTIVES:

At the conclusion of this course, students should be able to:

- 1) Outline the major aspects of the sport industry
- 2) Summarize some of the issues confronted by sport managers in the various segments of the industry
- 3) Identify the role that marketing and sales play in different parts of the industry
- 4) Describe and analyze a few of the major professional sports leagues in the United States
- 5) Evaluate some of the many job opportunities available in sport business

INSTRUCTOR EXPECTATIONS:

1. All assigned reading for each class is expected to be done prior to coming to class. This is important because this class will only meet for two weeks.
2. All written assignments must be typed in APA format (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. Attendance will be monitored and attendance is defined as arriving on time for class and remaining in class.
4. You will be expected to check Bb regularly as well as being alert to emails from the instructor.

CLASS ATTENDANCE:

It enhances your academic success to be in class; therefore, you should attend ALL scheduled class meetings. 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 is a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. 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 your classmates and the instructor.

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). 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.

NATURE OF COURSE DELIVERY:

Face to face lecture with some online work

REQUIRED READINGS:

Students will read five weeks of the Sport Business Journal. The professor will provide the SBJ on the first day of class.

EVALUATION:

This course will be graded on a percentage system, with a total of 100% possible.

REQUIREMENTS:	% of Grade
<p>Attendance, Assignments and Participation: Students are expected to attend class regularly and participate in active discussions and lectures. Assignments must be typed and evidence a minimum standard of work. The reading assignments in this class are important, so the students will be evaluated on their preparation for each class.</p>	30%
<p>Final Examination: Multiple choice, true/false, matching, essay, fill in the blank – All materials covered in the class are part of the preparation for the final exam.</p>	45%
<p>Final Essay: Students will select a topic of their choosing and write a four page essay. The subject matter will be generated by the weekly reading assignments and each student will select the topic by the beginning of the first week of class. The instructor will have final approval of the topic. The essay will be evaluated based on creativity, writing ability and knowledge of the subject matter as demonstrated in the essay. The essay is to be emailed to the professor by Sunday, July 27.</p>	25%
Total	100%

GRADING SCALE

A	= 94 – 100	B+	= 88 – 89	C+	= 78 – 79	D	= 60 – 69
A-	= 90 – 93	B	= 84 – 87	C	= 74 – 77	F	= 0 – 59
		B-	= 80 – 83	C-	= 70 – 73		

TENTATIVE COURSE SCHEDULE:

DATE		TOPIC	READINGS AND ASSIGNMENTS DUE
	Day One	Introduction to the class, the reading assignments, the Sport Business Journal(SBJ), outline for the term, final exam discussion	
	Day Two	Discussion of readings, short lecture on the professional sports industry, paper assigned	
	Day Three	Discussion of readings, short lecture on the college sports industry	One page paper on sports industry
	Day Four	Discussion of readings, short lecture on Olympic sports	
	Day Five	Discussion of readings, short lecture on NASCAR, Formula One and motor sports	
	Day Six	Discussion of this week's readings, short lecture on the sporting goods industry	
	Day Seven	Class held in the alumni meeting room, <i>Patriot Center</i> , discuss readings and then short lecture given by Patriot Center Facilities Director	
	Day Eight	Discussion of this week's readings, short lecture on marketing, sponsorships, ticket sales, <i>discussion about final exam</i>	
	Day Nine	Class held at <i>International CC</i> , discussion of readings and then short lecture on golf course management	
	Day Ten	Final Exam; opportunity to ask questions related to the paper	
	Final Exam	Exam will cover all lectures and the SBJ readings for the term	

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

STUDENT EXPECTATIONS

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

Campus Resources

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu/>].

PROFESSIONAL BEHAVIOR

Students are expected to exhibit professional behaviors and dispositions at all times.

CORE VALUES COMMITMENT

The College of Education and Human Development (CEHD) is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

