

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism  
SRST 598- Professional Sports Leadership  
Summer 2015

DAY/TIME:	M-F 8:00a.m.-12:00p.m.	LOCATION:	West 1004
PROFESSOR:	Charles J. Casserly	EMAIL ADDRESS:	<a href="mailto:ccass49@aol.com">ccass49@aol.com</a>
OFFICE LOCATION:	By Appointment	PHONE NUMBER:	202-494-3023
OFFICE HOURS:	Before and after class; by appointment		

#### PREREQUISITES

Students must satisfy ALL course prerequisites for all courses offered by the program. Students who register for such courses without the prerequisites may be dropped from those courses.

#### COURSE OBJECTIVES

The objective of this course is to learn about different aspects of running a sports team.

#### COURSE DESCRIPTION

The following topics will be covered in class:

1. *Principles of Sports Leadership*

Leadership is a critical element to success in any field, and sports are no different. We will discuss in class the basic elements of good leadership that are exhibited by Coaches and General Managers of sports teams. We will also discuss how to develop leaders.

2. *Developing Teamwork*

In sports, it is critical for all members of the team to understand their role on the team and the importance of their ability to work together towards a common goal of winning the game. In the class, we will show how a sports team can achieve this. Also, how this can be applied to any organization.

3. *Motivation*

It is easy to say that a company will only hire “self-motivated” individuals, but that is not always the case. Furthermore, those who are “self-motivated” are human and will still need motivation at times. In sports, you likewise try to recruit only “self-motivated” individuals, but you do not always end up with an entire team of them. We will discuss how to motivate both individuals and the organization.

4. *Media Relations and Crisis Management*

A big part of sports is media relations. Everything done in professional sports – and to some extent, college and high school sports – is covered extensively by TV, radio, Internet, and print media. It is critical in sports to be able to deal with the media on a daily basis. We will discuss in class the principles of media relations that will help the students have guidelines to deal with the media.

In sports, when a crisis occurs with a team or player, it rarely escapes the news. In class, we will discuss how to deal with a crisis internally, as well as externally (with the media).

5. *Hiring and Evaluations*

We will discuss the characteristics to look for in hiring the coach/leader of an organization and how they can be evaluated.

6. *Dealing with Different Situations*

I have picked six common situations that happen in sports and will discuss how to handle each situation. These six situations are: Newly-named coach; Extended losing streak; Extended winning streak; Sustaining a winning streak; Sustaining success after a big season; and Rebounding from a poor season.

#### 7. *Interviewing*

We will discuss how to interview for a job.

### PROFESSIONAL ASSOCIATION PRINCIPLES

Courses offered in the Sport and Recreation Studies (SRST) graduate program are guided by the principles of the Commission of Sport Management Accreditation (COSMA). COSMA (2010, p. 1) “bases its accrediting process on principles, rather than standards.” The eight recommended principles are: outcomes assessment; strategic planning; curriculum; faculty; scholarly and professional activities; resources; internal and external relationships; and educational innovation.

### COURSE OVERVIEW

#### 1. Topic Papers:

The papers should be one to two pages (double-spaced) in length and cover each of the below listed topics:

#### **Tentative Due Dates:**

Leadership - June 25

Developing Teamwork - June 26

Motivation - June 26

Media Relations - June 29

Crisis Management - June 29

New Hire - July 1

Situations - July 2

#### 2. Attendance

Attendance will be mandatory. However, it is fully understood that severe illness can make it impossible at times for the student to attend class. It is, therefore, requested that the student clear (or report) any absence with the instructor (just like on a sports team). Remember, executives, managers and negotiators don't “cut” work or preparation time. The reason for the required class attendance is that most of the course material is being presented in the lectures. Class participation will count for 30 % of the final grade.

#### 3. Evaluation of Students

The students will write one-two page papers relating each of the following topics to the programs they are working in: Leadership, Developing Teamwork, Motivation, Media Relations, Crisis Management, Taking over a new Position and Situations(choose one). Each paper is worth 10 % of the grade.

- A. Your writing should be organized. The main point of your argument should be evident, and there is logic in going from A to B.
- B. You have justified your arguments using class material. Remember, you are trying to convince your audience as to the “correctness” of your position. They will be skeptical, and the burden is on you to show proof.
- C. You have synthesized the discussions to create your own ideas.
- D. You offer some implications of your analysis. Try to go beyond the obvious here, but remember, solutions must be critically sound, and there are often tradeoffs involved for any prescription.

## POLICY ON CLASS PARTICIPATION:

The students will be given outlines of the class lectures before the topics will be discussed in class. They are to study these outlines and be prepared to discuss any of the points in the outlines and how they relate to the sports world.

Clearly, much learning is derived from fellow students' contributions to class discussions and a failure to fully prepare for class should be construed as breaking a contract with them. Further, late arrivals and early departures are disruptive to the atmosphere we will be trying to create and should be avoided.

No cell phones, BlackBerry devices, or other means of electronic communications are allowed during class. Violation of this rule could lead to a lowering of the class participation grade by the professor. Furthermore, they must be turned completely off prior to entering the classroom.

The use of laptops is prohibited in class.

## GRADING SYSTEM:

1. Attendance and Class Participation – 30%
2. Topic Papers – 70% [7 Papers @ 10% each]

Class attendance is mandatory.

### **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:

June 22 - Class Organization

Principles of Sports Leadership/Profiles on Leaders/Developing Leaders

June 23 - Developing Teamwork/Organizational Meetings

June 24 - Motivation

June 25 - Crisis Management

June 26 - Media Relations

June 29 - Taking over a new Position

June 30 – Situations

- Dealing with the following situations: Extended Losing Streak, Extended Winning Streak, Coming off a Successful Season, Coming off a Poor Season

July 1 - Hiring and Evaluating Staff

July 2 - Interviewing for a Job

*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](http://www.gmu.edu/student/drc)]
- ❖ For additional School of Recreation, Health, and Tourism information, please visit the website at <http://rht.gmu.edu>