

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism
SPMT 201-002 - **Introduction to Sport Management (3)**
Spring 2016

DAY/TIME:	MW 9:00 am - 10:15 am	LOCATION:	Krug Hall 5
PROFESSOR	Dr. Jacqueline McDowell	EMAIL ADDRESS	jmcdowe7@gmu.edu (preferred method)
OFFICE LOCATION:	PW – Bull Run Hall Room: 201 E	PHONE NUMBER:	(703) 993-7088
OFFICE HOURS:	MW 10:30 am to 11:30 am RAC Rotc Suite and by appointment	FAX NUMBER:	703-993-2025

PREREQUISITES

None

COURSE DESCRIPTION

Introduces sport management profession. Primary focus is on sport industry, including professional sport entertainment, amateur sport entertainment, for-profit sport participation, nonprofit sport participation, sporting goods, and sport services.

COURSE OBJECTIVES

At the conclusion of this course, students should 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. Demonstrate an understanding of professional preparation in sport management.
6. Demonstrate an improvement in their overall communications skills during class

COURSE OVERVIEW

- It is of utmost importance that each student fully participates in this course by: 1) attending class on a regular basis, 2) doing the assigned readings and other assigned activities before and during class, and 3) being reflective and critical during and after class discussions and dialogue.
- Quizzes will be completed at the beginning of class. No late work is accepted in this course; hence if you have an unexcused absence for class you will miss your opportunity to complete the quiz. If you arrive late while the quiz is being completed, you will be allowed to complete the quiz, but will not receive extended time. 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 the missed class period.
- You have three days after a graded assignment or exam has been returned to contact the professor to contest the grade. After three days, only the content of the graded assignment or exam can be discussed. If you have an unexcused absence on the day that an assignment or exam is returned, contact the professor ASAP to receive the assignment, as the three day contact period starts when the assignment was returned in class. For excused absences, the three day contact period starts when the student receives the assignment.
- I expect you to uphold the highest ethical standards and academic integrity. This includes refraining from cheating, fabrication, and plagiarism.

- Cell phone usage, working on assignments for other courses, reading newspapers or books, playing computer games, and sleeping will not be tolerated. If you participate in such behaviors, you will be asked to stop the behavior and/or asked to leave the class.
- Email is an official means of communication. As such, you are expected to follow simple guidelines of professionalism. You should: (a) use a subject line that is relevant to your message; (b) clearly state your question or concern; (c) use standard English and complete sentences, as opposed to using abbreviations and texting-style communications; (d) include a signature block containing your name, phone number, and email address; and (e) proofread your email prior to sending it.

NATURE OF COURSE DELIVERY

Face to face

PROFESSIONAL ASSOCIATION PRINCIPLES

Courses offered in the Sport Management (SPMT) undergraduate 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.

For more information, please see:

Commission of Sport Management Accreditation. (2010, June). *Accreditation principles and self study preparation*. Retrieved August 18, 2014 from <http://cosmaweb.org/accredmanuals>

REQUIRED READINGS

Esherrick, C., & Baker, R. E. (2013). *Fundamentals of Sport Management*. Champaign, IL: Human Kinetics Publishers.

Wooden, J. & Jamison. (2009). *Coach Wooden's Leadership Game Plan for Success: 12 Lessons for Extraordinary Performance and Personal Excellence*, New York: McGraw-Hill

EVALUATION

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

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 and honor expectations will result in a ‘0’ for the associated evaluation.

REQUIREMENTS	% of Grade
<p>Reading and Lecture Quizzes: Students are expected to complete the assigned readings prior to class. To assess understanding of the information, students will complete quizzes, consisting of short answer, multiple choice, true/false, or fill in the blank questions. The two lowest quiz grades will be dropped.</p>	10%
<p>Midterm Examination: Multiple choice, true/false, short answer, essay and fill in the blank – All material covered up to the day of the midterm exam will be included.</p>	25%
<p>Final Examination: Multiple choice, true/false, matching, short answer, essay, fill in the blank – All materials covered between the midterm exam and the last class day will be included.</p>	30%
<p>Career Game Plan: The purpose of this assignment is to help students identify their career goals and develop an action plan for realizing their career goals. Students will be required to submit a post-graduation, 5 year, and 10 year career action plan, develop an interview protocol and conduct a 15-30 minute interview with an individual working in the sport industry, and develop and present an elevator pitch. Students will give an oral presentation of approximately 5-10 minutes describing (a) their career goals, (b) who they interviewed and what they learned from the interview, and (c) a 30 second elevator pitch.</p>	20%
<p>Leadership Game Plan Students will read Coach Wooden's Leadership Game Plan for Success and answer chapter questions that will assist them in developing their leadership philosophy.</p>	15%
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

TOPIC			READINGS AND ASSIGNMENTS DUE
January	20	Introduction to class and the sports industry; Pretest	<i>Syllabus</i>
	25	What is Sport Management? Developing a Career in Sport Management	<i>Chapter 1 and 2</i>
	27	Sport Management Principles and Functions	<i>Chapter 3</i>
February	1	High School and Youth Sports	<i>TBD</i>
	3	Collegiate Sport	<i>A Century of Change: At 100, NCAA still defining its role</i>
	8	Collegiate Sport Film: Schooled The Price of College Sports	<i>None</i>
	10	International Sport	<i>TBD</i>

TOPIC			READINGS AND ASSIGNMENTS DUE
	15	Professional Sport	<i>TBD</i>
	17	Professional Sport Film: TBD	<i>None</i>
	22	Sport Policy & Governance	<i>Chapter 5</i>
	24	Leadership in Sport Organizations	<i>Chapter 4</i>
	29	Leadership in Sport Organizations	<i>Leadership Game Plan due. Responses to Part I (17-28), II (74-100), III (157-192) and V (217-224)</i>
March	2	Midterm Exam	<i>None</i>
	7	Spring Break	
	9	Spring Break	
	14	Sport Venues, Event Management and Building Operations	<i>Chapter 6</i>
	16	Sport Law	<i>Chapter 7</i>
	21	Sport Marketing	<i>Chapter 8</i>
	23	Sport Marketing	<i>TBD</i>
	28	Sports Sales	<i>TBD</i>
	30	Sport Agency	<i>TBD</i>
April	4	Sport Agency Film: The Dotted Line	<i>None</i>
	6	Sport Media	<i>Chapter 9</i>
	11	Sport Economics	<i>Chapter 10</i>
	13	The Sporting Goods and Licensed Product Industry	<i>TBD</i>
	18	Golf and Club Management	<i>TBD</i>
	20	Sport Finance	<i>Chapter 11</i>
	25	Sport Ethics	<i>Chapter 12</i>
	27	Career Game Plan Oral Presentations	
May	2	Career Game Plan Oral Presentations	
	9	Final Exam Mon. 5/9 7:30 am – 10:15 am	<i>None</i>

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

STUDENT EXPECTATIONS

Always come to class with a positive attitude and try to have fun as you learn about yourself, others, and the topic at hand! Much of the value of the course will be generated from in-class discussion. As such, you are asked to prepare for discussion by reading assigned items (prior to class) and actively participate in the conversation.

Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/the-mason-honor-code/>].

Students with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services and inform their instructor, in writing, as soon as possible. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor [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 is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

