

George Mason University
College of Education and Human Development
School of Recreation, Health, and Tourism

SPMT 201 (001) – Introduction to Sport Management
3 Credits, Spring 2017
MW – 9:00-10:15am – Krug Hall, Room 5 (FX)

Faculty

Name: Christopher Atwater
Office hours: 12:00-2:00 pm – Wednesdays and By Appointment
Office location: PW – Bull Run Hall - 223
Cell phone: (202) 500-6279
Office phone (703) 993-7608
Email address catwater@gmu.edu

Prerequisites/Corequisites

None.

University Catalog 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 Overview

The learning experiences in this course are afforded through assignments, seminar discussions, online learning modules and film and video material. The course relies heavily on participatory dialogue as well as individual & collaborative learning. The following requirements reflect the demands of the course. Students will be expected to respect the following policies:

1. Punctual and regular attendance for the entire class session is expected.
2. Official e-mail communications from the instructor will be sent to students' GMU-assigned e-mail addresses. Students are responsible to check their e-mail inbox and to ensure that there is room to receive incoming correspondence.
3. All assigned readings for each class are to be completed prior to coming to class.
4. No cell phone use during class. Emergency use may be discussed with the instructor.
5. Laptops may be used for note taking and educational purposes. However, the use of communication and entertainment devices such as iPods, cell phones, and similar devices is prohibited.
6. Participation in class discussions is expected and is an essential part of class.
7. Students will abide by the Mason Honor Code, guided by the spirit of academic integrity.
8. No grades or discussion of grades, test/exams or test appeals will be carried out over email due to its impersonal nature and security issues. Students can discuss their grades with the instructor over the phone or in person.
9. If a student misses a class or a meeting, it is the student's responsibility to obtain missed notes and information on any assignments from a peer.
10. There will be no make-up exams/assignments given without a valid university excuse. The instructor should be notified 24 hours in advance. The excuse must be written and documented.
11. Arrangements for approved make-up exams and assignments should be initiated by the student with the instructor.

Course Delivery Method

This course will be delivered using a lecture and online hybrid format.

Learner 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

Required Texts

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

Masteralexis, L.P., Barr, C.A., & Hums, M. (2015) *Sport Industry Readings*. (C.Atwater & C. Esherick, Eds.) Burlington, MA: Jones and Bartlett Learning.

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

Assignments and Examinations	% of Grade
Attendance and Participation: Students are expected to attend class regularly and participate in active discussions and lectures.	10%
Online Learning Modules and Quizzes: Students are required to work through online learning modules and complete assignments demonstrating comprehension of the materials contained in the modules.	20%
Midterm Examination: Multiple choice, true/false, matching, definition, essay and fill in the blank – All materials covered up to the day of the midterm exam will be included.	25%
Final Examination: Multiple choice, true/false, matching, definitions, essay, fill in the blank – All materials covered between the midterm exam and the final exam will be included.	25%
Interview Project: Students are required to develop an interview protocol and conduct a 15-30 minute interview with an individual involved in the sport industry. Students provide a paper with a title page, an introduction, a question and answer section and summary/opinion/conclusion to satisfy the writing portion of the assignment. Students also give an oral presentation of approximately 5 minutes describing who they interviewed and what they learned in the interview during the last three days of class.	20%
Total	100%

Grading Policies

A = 94 – 97	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	

Professional Dispositions

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

Class Schedule

DATE		TOPIC	READINGS DUE	
M	January	23	Introduction to Class and How You are Evaluated	Syllabus
W		25	Introduction to Sport Management as a Field of Study	N/A
M		30	Online Learning Module and Quiz # 1 Slideshow 1 - What is Sport Management?	Chapter 1 - HK
W	February	1	Slideshow 3 - Sport Management Principles and Functions	Chapter 3 - HK
M		6	Online Learning Module and Quiz # 2 Slideshow 2 – What Can I Do With Sport Management?	Chapter 2 - HK
W		8	Slideshow 4 - Historical Aspects of the Sports Business Industry	N/A
M		13	Online Learning Module and Quiz # 3 Slideshow 5 - Sociology of Sport	N/A
W		15	Slideshow 6 - High School and Youth Sports	Chapter 1 - J&B
M		20	Online Learning Module and Quiz # 4 Slideshow 8 - International Sport	Chapter 3 - J&B
W		22	Slideshow 7 - Collegiate Sport	Chapter 2 - J&B
M		27	Online Learning Module and Quiz # 5 Slideshow 10 - Leadership in Sport Organizations	Chapter 4 - HK
W	March	1	Slideshow 9 - Professional Sport	Chapter 4 - J&B
M		6	Review of Materials and Study Guide	N/A
W		8	MIDTERM EXAM – SLIDESHOWS 1-10 – Online	N/A
M		13	No Class – Spring Break	N/A
W		15	No Class – Spring Break	N/A
M		20	Online Learning Module and Quiz # 6 Slideshow 12 - Sport Venues, Event Management, and Building Operations	Chapter 6 - HK
W		22	Slideshow 11 - Sport Policy and Governance	Chapter 5 - HK
M		27	Online Learning Module and Quiz # 7 Slideshow 13 - Sport Law	Chapter 7 - HK
W		29	Slideshow 14 - Sport Marketing	Chapter 8 - HK
M	April	3	Online Learning Module and Quiz # 8 Slideshow 15 - Sport Sales and Consumer Behavior	Chapter 5 – J&B
W		5	Slideshow 16 - Sport Agency	Chapter 6 - J&B
M		10	Online Learning Module and Quiz # 9 Slideshow 17 - Sport Media	Chapter 9 - HK
W		12	Slideshow 18 – Sport Economics and Finance	Chapter 10 - HK

DATE		TOPIC	READINGS DUE	
M	April	17	Online Learning Module and Quiz # 10 Slideshow 19 – Sport Tourism	Chapter 7 - J&B
W		19	Slideshow 20 – Golf Course Management	Chapter 8 - J&B
M		24	Interview Project Presentations – Day # 1	N/A (Mandatory Attendance)
W		26	Interview Project Presentations – Day # 2	N/A (Mandatory Attendance)
M	May	1	Review of Materials and Study Guide	N/A
W		3	FINAL EXAM – SLIDESHOWS 11-20 – Online	N/A

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

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:

<http://cehd.gmu.edu/values/>.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- 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 Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. 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 stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursesupport.gmu.edu/>.

- The Writing Center 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/>).
- The 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 Student Support & Advocacy Center staff helps students develop and maintain healthy lifestyles through confidential one-on-one support as well as through interactive programs and resources. Some of the topics they address are healthy relationships, stress management, nutrition, sexual assault, drug and alcohol use, and sexual health (see <http://ssac.gmu.edu/>). Students in need of these services may contact the office by phone at 703-993-3686. Concerned students, faculty and staff may also make a referral to express concern for the safety or well-being of a Mason student or the community by going to <http://ssac.gmu.edu/make-a-referral/>.

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/>.