

**GEORGE MASON UNIVERSITY**  
School of Recreation, Health, and Tourism  
SPMT 201-003 - **Introduction to Sport Management (3)**  
Fall 2017

<b>DAY/TIME:</b>	TR 9:00-10:15 am	<b>LOCATION:</b>	Krug #5
<b>PROFESSOR</b>	Craig Esherick	<b>EMAIL ADDRESS</b>	cesheric@gmu.edu
<b>OFFICE LOCATION:</b>	Thompson Hall 1409	<b>PHONE NUMBER:</b>	703-993-9922
<b>OFFICE HOURS:</b>	TR 12-3:30pm or by appointment	<b>FAX NUMBER:</b>	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

### **INSTRUCTOR EXPECTATIONS**

1. All assigned reading for each class is expected to be done prior to coming to class.
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. The instructor will email you using *Bb email*.

### **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 me and your classmates.

### **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, 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 welcome, 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 given for 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 format; one class might be taught online during the semester

### REQUIRED READINGS

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.

### EVALUATION

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

REQUIREMENTS	% of Grade
<b>Attendance and Participation:</b> Students should attend class regularly (and on time) and participate in active discussions and lectures. Assignments should be typed and delivered on time. The first assignment and second assignment can be edited to improve the grade <i>one time</i> after the assignment has been returned to the student. Spelling, grammar and punctuation all are important components of ALL written assignments in this class.	20%
<b>Midterm Examination:</b> 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%
<b>Final Examination:</b> 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; will add two or more chapters from midterm to the final exam coverage.	35%
<b>Interview Project:</b> Students are required to develop an interview protocol and conduct a 15-30 minute interview with an individual involved in the <i>sport industry</i> . 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 whom they interviewed and the interview results, during the last three days of class.	20%
<b>Total</b>	<b>100%</b>

## GRADING SCALE

A+ = 98 - 100

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

## TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS AND ASSIGNMENTS DUE
T	August	29	Introduction to class and the sports industry; expectations for semester, how you are evaluated	Syllabus; Blackboard
R		31	What is Sport Management?	Chapter 1 - HK
M	September	4	<i>Labor Day Holiday No classes</i>	
T		5	Jobs/Careers in Sport Management/Sports Industry	Chapter 2 - HK
R		7	Sport Management Principles and Functions	Chapter 3- HK
T		12	Sociology of Sport	PPT # 1
R		14	High School and Youth Sport	Chapter 1 – J&B
T		19	Collegiate Sport	Chapter 2 – J&B
R		21	International Sport	Chapter 3 – J&B
T		26	Professional Sport	Chapter 4 – J&B
R		28	Leadership in Sport Organizations	Chapter 4 - HK
T		3	Sport Policy and Governance	Chapter 5- HK
R		5	Historical aspects of the Sport Industry and Sport Management; Midterm review	PPT #2
T		10	<i>Columbus Holiday; Monday classes meet on Tuesday (we don't meet on this date)</i>	
R		12	<b>MIDTERM EXAM</b>	Chapters 1-5 HK PPT's 1 and 2 Chapters 1-4 J & B
T		17	Sport Venues, Event Management and Building Operations	Chapter 6 - HK
R		19	Sports Law (review exam)	Chapter 7 - HK
T		24	Sport Marketing	Chapter 8- HK
R		26	Sport Sales	Chapter 5 – J&B
T		31	Sport Media/Sport Communications	Chapter 9 - HK
R	November	2	Sports Economics	Chapter 10-HK
T		7	The Sporting Goods/Licensed Product Industries	Chapter 7 – J&B
R		9	Golf and Club Management	Chapter 8 – J&B

DATE			TOPIC	READINGS AND ASSIGNMENTS DUE
T		14	Sport Finance	Chapter 11 - HK
R		16	Sport Agency	Chapter 6-J & B
T		21	Sports Law II; journal article discussion	Slideshow and Chapter 7 -HK
T		28	Sports Tourism	Slideshow #3
R		30	Ethics and Epilogue; <b>start presentations</b>	Chapter 12 and Epilogue-HK
T	December	5	Oral Presentations	
R		7	Oral Presentations and Exam Review	Interview Project due/attached to email
<b>R</b>		<b>14</b>	<b>FINAL EXAM (7:30-10:15am)</b>	<b>Selected first half content/all second half course content</b>

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

### **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](mailto:tk20help@gmu.edu) or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

For additional information on the College of Education and Human Development, please visit our website:

<https://cehd.gmu.edu/students/>

*Students are expected to exhibit professional behavior and dispositions at all times. For additional information on student policies and procedures, please review the following link:*

***<https://cehd.gmu.edu/students/policies-procedures/>***

### **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.

