

George Mason University
College of Education and Human Development
School of Recreation, Health, and Tourism
SPMT 201 C01 and C02 - Introduction to Sport Management
3 Credits, Summer 2017

Faculty

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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

This course provides students with introductory knowledge of skills needed to properly manage programs in recreation and athletics, including intercollegiate and interscholastic athletics, intramural and club programs, and alternative athletic programs such as corporate fitness centers and YMCA's.

Course Delivery Method

This course will be delivered using an online format.

Learner Outcomes or Objectives

This course is designed to enable students to do the following:

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.

Professional Standards (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>

Upon completion of this course, students will have met the following professional standards:
Not Applicable

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. (2013) 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).

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.

Assignments must be completed on the assigned date. No late work is accepted in this course; hence if a student has an unexcused absence for class he/she will miss the opportunity to complete the quiz. 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).

• Assignments and Examinations

Online Learning Modules and Assignments (40%) :

Students are required to work through online learning modules and complete assignments demonstrating comprehension of the materials contained in the modules. Assignments consist of short answer, multiple choice, true/false, or fill in the blank questions.

Assignments in learning modules are made available for 48 hours. For example, if a

learning module is opened on Wednesday, you will have until Thursday midnight to complete it. If it opens Friday, you have until Saturday midnight.

Each learning module requires three activities: (1) read the assigned chapter, (2) review the learning module, and (3) complete an assignment to assess understanding of chapter and module content.

Examination 1 (20%) and 2 (20%):

Multiple choice and true/false. – All materials covered up to the day of the midterm exam will be included. Closed book. No Notes. No help. Requires you to use a webcam and Respondus Lockdown Browser. Student instructions and the LockDown Browser download link can be found in the Respondus Tools module located in the Courses tab on the myMason website.

Sport Career Report (20%):

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 take the StrengthsFinder assessment and research various sport careers in order to obtain an understanding of the knowledge, skills and abilities that are needed to acquire a specific job.

- **Other Requirements**

When communicating to the class, short messages will be sent to students via Remind, an app that facilitates mass communication. Students can receive messages via their cell phone by texting @spmt201 to 81010 (If you're having trouble with 81010, try texting @spmt201 to (202) 517-2038), or or send an email to spmt201@mail.remind.com to sign up for email notifications.

- **Course Performance Evaluation Weighting**

This course will be graded on a percentage system, with scores adding up to 100 percent.

- **Grading Policies**

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		

Professional Dispositions

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

I expect you to uphold the highest ethical standards and academic integrity. This includes refraining from cheating, fabrication, and plagiarism.

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.

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/api/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.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/>).
- 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 Office of Student Support staff helps students negotiate life situations by connecting them with appropriate campus and off-campus resources. Students in need of these services may contact the office by phone (703-993-5376). 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://studentsupport.gmu.edu/>, and the OSS staff will follow up with the student.

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

Class Schedule

DATE		TOPIC	READINGS/ASSIGNMENTS DUE
June	26	Introduction to class and what is Sport Management?	<i>Review Syllabus and listen to Welcome Video</i> <i>Read Chapter 1 HK</i> <i>Online Learning Module and Assignment 1</i>
	27	Developing a Career in Sport Management	<i>Read Chapter 2 HK</i> <i>Online Learning Module and Assignment 2</i>
	28	Sport Management Principles and Functions	<i>Read Chapter 3 HK</i> <i>Online Learning Module and Assignment 3</i>
	29	Leadership in Sport Organizations	<i>Read Chapter 4 HK</i> <i>Online Learning Module and Assignment 4</i>
	30	Sociology of Sport	<i>Online Learning Module and Assignment 5</i>
July	3	No assignment – university closed	
	4	No assignment – university closed	
	5	Sport Policy and Governance	<i>Read Chapter 5 HK</i> <i>Online Learning Module and Assignment 6</i>
	6	High School and Youth Sports	<i>Read Chapter 1 J & B</i> <i>Online Learning Module and Assignment 7</i>
	7	College Sports	<i>Read Chapter 2 J & B</i> <i>Online Learning Module and Assignment 8</i>
	10	International Sport	<i>Read Chapter 3 J & B</i> <i>Online Learning Module and Assignment 9</i>
	11	Professional Sport	<i>Read Chapter 4 J & B</i> <i>Online Learning Module and Assignment 10</i>
	12	Sports Agency	<i>Read Chapter 6 J & B</i> <i>Film: The Dotted Line (52 min)</i> <i>You will need to purchase the film for \$1.99 on Youtube</i> <i>Online Learning Module and Assignment 11</i>
	13	Review of Materials	
	14	Midterm Exam	
17	Sport Venues, Event Management, and Building Operations	<i>Read Chapter 6 HK</i> <i>Online Learning Module and Assignment 12</i>	

18	Sport Law	<i>Read Chapter 7 HK Online Learning Module and Assignment 13</i>
19	Sport Marketing	<i>Read Chapter 8 HK Online Learning Module and Assignment 14</i>
20	Sport Media	<i>Read Chapter 9 HK Online Learning Module and Assignment 15</i>
21	Sport Sales and Consumer Behavior	<i>Read Chapter 5 J & B Online Learning Module and Assignment 16 Film: Tao of Sports Videocast (33 min)</i> Sport Career Report Due
24	Sport Economics and Finance	<i>Read Chapter 10 HK Online Learning Module and Assignment 17</i>
25	Sport Tourism	<i>Read Chapter 7 J & B Online Learning Module and Assignment 18</i>
26	Golf and Club Management	<i>Read Chapter 8 J & B Online Learning Module and Assignment 19</i>
27	Review of Materials	
28	Final Exam	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

Assessment Rubric(s)

