

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

SPMT 201.001 – Introduction to Sport Management
3 Credits, Fall 2018
Mondays/Wednesdays 10:30 – 11:45am, West 1004 – Fairfax

Faculty

Name: Julie Aylsworth, Ph.D.
Office Hours: Mondays 2:15-4:15 in Thompson 1409/1802 in Fairfax, and by appointment M-F
Office Location: 223 Bull Run Hall, Prince William Campus
Office Phone: 703-993-7608
Email Address: jaylsw@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

This course offers students a look at the diverse expanding field of sport and recreation. The course is designed to provide a comprehensive look at the field of sport management and the basic organizational structures found in the sport industry. Students will examine applications of managerial concepts and processes, and they will examine the ways in which sport organizations interact with each other, and with corporations, the government and non-governmental organizations.

Course Delivery Method

This course will be delivered using a face-face, lecture 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.
6. Demonstrate an improvement in their overall communications skills during class.

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>

Required Texts

Baker, R. E., & Esherick, C. (2013). Fundamentals of sport management. Champaign, IL: Human Kinetics Publishers. ISBN 978-0-7360-9108-4

Masteralexis, L.P., Barr, C.A., & Hums, M. (2015) Sport industry readings. (C.Atwater & C. Esherick, Eds.) Burlington, MA: Jones and Bartlett Learning. (custom print)

Other required readings may be distributed in class or on Blackboard.

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/or Examinations**

Industry Interview – Students are required to develop an interview protocol and conduct a 30-45 minute interview with an individual employed in the sport industry. Students submit a paper with a title page, an introduction, a question and answer section, a summary, and a reflection section to satisfy the written portion of the assignment. Students also give an oral presentation of approximately 5-8 minutes describing who they interviewed and what they learned in the interview/interview process. This is worth 100 points.

Job of the Day Presentation – Every class, one student will be randomly assigned to inform the rest of the class about a real job opening in the sport industry of interest that he/she has researched. You should be prepared to talk about the job requirements and duties, qualifications, and the organization. (You must **bring in a copy of the job announcement and a separate summary to turn in** to the instructor.) There can be no duplicate announcements - each student’s job should be unique. This is worth 30 points.

Two Midterms and Final Exam – The exams will consist of matching, multiple-choice, true-false, and/or essay questions. The exams will be based on any material assigned or discussed in class,

including readings, quizzes, discussion, guest speakers, etc. The midterm exams will each be worth 50 points and the final exam will be worth 100 points.

- **Other Requirements**

Participation/In-class assignments – Students must attend class in order to participate in the discussions generated by the readings. Contribution will be evaluated based on number and quality of questions asked or answered and opinion provided when asked. If you miss class, points will be deducted. Attendance, participation and other in-class activities will be worth 70 points.

- **Grading**

The final grade in percentage terms will be converted to a letter grade per the following scale:

A = 94% and above	B+ =88-89%	C+ =78-79%	D =60-69%
A- = 90-93%	B =84-87%	C =74-77%	
	B- =80-83%	C- =70-73%	F = <60%

Professional Dispositions

See <https://cehd.gmu.edu/students/polices-procedures/>

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

Class Policies & Expectations:

1. You are expected to attend all classes. Any work missed due to an absence **MAY NOT BE MADE UP**. The only exception to this policy is written documentation of a situation that prohibits you from attending class. 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 assigned to all missed work. **All late assignments result in a 10%/day (not class day, every day) penalty.** If you do miss a class, it is your responsibility to obtain course materials from a source other than the instructor.
2. **You must be on time**, stay for the whole class, listen attentively while you are here, and show through your behavior that you respect the fact that others in the class are here to learn. Arriving late is unacceptable. **If you arrive late or leave early, you will be assessed a tardy.** With the accumulation of 3 tardies, you will be assessed a penalty equal to one full absence. With 2 absences, you will begin to lose points. Your presence is indicative of your professional attitude and is necessary to derive maximal benefit from the class. The intent of this class is to offer you a means for professional development and to assist you in obtaining your career objectives.
3. YOU ARE EXPECTED TO BE **FULLY PREPARED FOR CLASS AND FULLY ENGAGED WHILE IN CLASS**. I expect you to have read all assigned readings, taken notes as applicable, and to be prepared and willing to discuss all readings in detail and take part in group work to the fullest extent. **Turn cell phones (and any other sound making device) off and if you bring a computer, it must be used for class purposes only.** Any other use is a distraction and you risk not being allowed to use your computer in class at all.
4. Please do not hesitate to ask me for additional help if you need it. I am more than willing to provide such assistance. Remember, **you earn grades, I do not give them.**

Class Schedule

**This is a tentative schedule subject to modification at any time at the discretion of the professor.*

DATE	TOPICS	STUDENT RESPONSIBILITIES/ ASSIGNMENT DUE
Monday, Aug. 27	Introductions, syllabus, expectations What is sport management?	Ch. 1 (HK)
Wednesday, Aug. 29	What is Sport Management?	Ch. 1 (HK)
Wednesday, Sept. 5	Unique Aspects of Sport Management	Ch. 1 (HK)
Monday, Sept. 10	Developing a Career in Sport Management	Ch. 2 (HK)
Wednesday, Sept. 12	Sport Management Principles & Functions	Ch. 3 (HK)
Monday, Sept. 17	Sport Management Principles & Functions	Ch. 3 (HK)
Wednesday, Sept. 19	Historical Aspects of the Sport Business Industry	Additional reading
Monday, Sept. 24	Historical Aspects of the Sport Business Industry	Additional reading
Wednesday, Sept. 26	Exam #1	
Monday, Oct. 1	Sociology of Sport	Additional reading
Wednesday, Oct. 3	High School & Youth Sport	Ch. 1 (J&B)
Tuesday , Oct. 9	Collegiate Sport	Ch. 2 (J&B)
Wednesday, Oct. 10	Collegiate Sport	Ch. 2 (J&B)
Monday, Oct. 15	Professional Sport	Ch. 4 (J&B)
Wednesday, Oct. 17	Professional Sport	Ch. 4 (J&B)
Monday, Oct. 22	Professional Sport	Ch. 4 (J&B)
Wednesday, Oct. 24	Exam #2	
Monday, Oct. 29	International Sport	Ch. 3 (J&B)
Wednesday, Oct. 31	International Sport	Ch. 3 (J&B)
Monday, Nov. 5	Leadership in Sport Organizations, Sport Policy & Governance	Ch. 4, 5 (HK)
Wednesday, Nov. 7	Leadership in Sport Organizations, Sport Policy & Governance	Ch. 4, 5 (HK)
Monday, Nov. 12	Sport Venues, Event Management & Building Operations	Ch. 6 (HK)

DATE	TOPICS	STUDENT RESPONSIBILITIES/ ASSIGNMENT DUE
Wednesday, Nov. 14	Sport Marketing & Sport Sales	Ch. 8 (HK), Ch. 5 (J&B)
Monday, Nov. 19	Sport Law & Sport Agency	Ch. 7 (HK), Ch. 6 (J&B)
Monday, Nov. 26	Sport Media/Sport Communications	Ch. 9 (HK)
Wednesday, Nov. 28	Sport Ethics	Ch. 12 (HK)
Monday, Dec. 3	Interview Presentations	Written interview projects due
Wednesday, Dec. 5	Interview Presentations	Attendance is mandatory for all presentations
Wednesday, Dec. 12	Final exam 10:30am-1:15pm	

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

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 <https://catalog.gmu.edu/policies/honor-code-system/>).
- 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/>.
- 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/> .