

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

SPMT 201 – 003 – Introduction to Sport Management (*Hybrid*)
Spring 2019 – Wednesday, 12:00pm – 1:15pm & online asynchronous

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 Delivery Method

This course will be delivered using a **hybrid format. 50% will be Face to Face, and 50% will be online asynchronous:** Students can study at their own pace, accessing instructional materials online in Blackboard at any time. There is still a set schedule with due dates. **A standard week runs from 12:01 am Monday and ends 11:59 pm Sunday.**

Learner Outcomes or 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

Texts

Masteralexis, L.P., Barr, C.A., & Hums, M. (2018). *Principles and Practice of Sport Management*. Burlington, MA: Jones and Bartlett Learning. ****this is the sixth edition****
ISBN-13: 978-1284142136, ISBN-10: 9781284142136

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, honor, attendance, or participation expectations will result in a '0' for the associated evaluation.

Midterm and Final Exam x 200 points each <i>multiple choice, T/F</i>	400
Online Discussions (10) x 20 points each	200
Online Assignments (9) x 20 points each	180
In Class Presentation Assignment	20
Attendance and Active, Engaged Participation	200
Total	1,000

Instructor Expectations:

1. **All assigned reading for each class is expected to be done prior to our face-to-face class.**
2. All assignments are to be submitted on our Blackboard course site.
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.
4. Students must abide by the Honor Code, guided by the spirit of academic integrity.

Class Attendance:

It enhances your academic success to be in class; therefore, you should attend ALL scheduled class meetings in accordance with George Mason policy: Students are expected to attend the class periods of the courses for which they register. In-class participation is important not only to the individual student, but to the class as a whole. **Because class participation may be a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation.** Students who miss an exam with an acceptable excuse may be penalized according to the individual instructor's grading policy, as stated in the course syllabus.

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, eat, 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, in person and online, will be conducted in a civil, informed fashion wherein disruptive students will be asked to leave the class.

Your contributions are not only welcomed, 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 assigned to all missed work unless otherwise determined by the instructor.

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			

Professional Dispositions

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

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/>.
- 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/>.

COURSE OUTLINE

This outline indicates which chapters will be covered and when exams will be administered. The ordering of the chapters may be changed as current events dictate.

Week	Topic, Readings, Assignments Due
1	Welcome to SPMT 201 Acquire the textbook Blackboard Discussion board #1 due
2	Ch. 1: Foundations of Sport Management Ch. 2: Management Principles Applied to Sport Management Blackboard Discussion board #2 due Blackboard Assignment #1 due
3	Ch. 3: Marketing Principles Applied to Sport Management Ch. 4: Financial and Economic Principles Applied to Sport Management Blackboard Assignment #2 due
4	Ch. 5: Legal Principles Applied to Sport Management Ch. 6: Ethical Principles Applied to Sport Management Blackboard Discussion Board #3 due Blackboard Assignment #3 due
5	Ch. 7: High School and Youth Sport Ch. 8: Collegiate Sport Blackboard Discussion Board #4 due
6	Ch. 9: International Sport Blackboard Assignment #4 due
7	<i>Midterm Exam Chapters 1-9</i> Blackboard Assignment #5 due
8	Spring Break Week

9	Ch. 10: Professional Sport Ch. 12: Facility Management Blackboard Discussion Board #5 due Blackboard Assignment #6 due
10	Ch. 13: Event Management Ch. 14: Sport Sales Blackboard Discussion Board #6 due
11	Ch. 15: Sport Sponsorship Ch. 16: Sport Analytics Blackboard Discussion Board #7 due Blackboard Assignment #7 due
12	Ch. 17: Sport Broadcasting Ch. 18: The Sporting Goods and Licensed Products Industries Blackboard Discussion Board #8 due
13	Ch. 19: Recreation and Golf Club Management Blackboard Assignment #8 due
14	Ch. 20: Strategies for Career Success
15	<i>Final Exam Chapters 10-20</i> Blackboard Assignment #9 due

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

In Class Presentation Assignment Description (20 points), Current Sport Mgmt Issues

We will begin each class session with a discussion of one key sport management issue. Student will present an overview of what has happened recently and why it is significant for sport management students. Presentations will occur in the first 5-10 minutes of class and **cannot exceed 5 minutes**. Students should prepare a question for their classmates to discuss. Students will sign up for a class date during the first week of class.

Blackboard Discussion Boards (10 @ 20 points each)

Because this is a hybrid course, online discussions are a way to provide a collaborative classroom experience online. For each discussion, each student is **required to make at least 4 posts**. An initial discussion post in response to the proposed question must be made by 12:00 NOON, Wednesday of each week. The remaining discussion posts should be in response to other students' initial post. Those responses should be substantive and provide additional analysis/and or raise additional questions. **Each initial post should be around 100-150 words. Responsive posts should be between 50-100 words.**

All blackboard assignments descriptions are detailed on the SPMT 201 Blackboard course website (9 @ 20 points each).