

GEORGE MASON UNIVERSITY
College of Education and Human Development
School of Recreation, Health, and Tourism
SPMT 480-002 Managing Intercollegiate Athletics
Spring 2019

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|------------------|---------------------|----------------|---------------------------------------|
| DAY/TIME: | Monday/7:20–10 p.m. | LOCATION: | West 1001 (Fairfax) |
| INSTRUCTOR: | Brian Anweiler | EMAIL ADDRESS: | banweile@gmu.edu |
| OFFICE LOCATION: | N/A | PHONE NUMBER: | 703.323.3037 |
| OFFICE HOURS: | By Appointment | FAX NUMBER: | N/A (scan and email to address above) |
| CREDITS: | 3 hours | | |

PREREQUISITES: None

UNIVERSITY CATALOG COURSE DESCRIPTION:

SPMT 480: Selected topics reflecting interest in specialized areas of sport management announced in advance. Offered by Recreation, Health & Tourism. May be repeated within the degree for a maximum 6 credits.

COURSE OVERVIEW:

This course is designed to provide a conceptual and practical understanding of the administration and management of intercollegiate athletic programs. Through the use of various course materials, students will integrate historical, legal, financial, educational, and diversity related issues, current events and practical experiences to develop a comprehensive understanding of intercollegiate sport administration. Course lectures and discussions will focus on the role of the collegiate athletic national governing bodies and conferences, a comparative analysis of alignment between institutional and athletic departmental missions, goals and values, financing intercollegiate athletics, and managing athletic facility, events and ticket operations. The course also delves into the marketing and promotion of collegiate sports, compliance with and enforcement of NCAA rules and regulations, Title IX and gender equity issues in sport, academic reform and eligibility, and enhancing student-athlete welfare and development. Various speakers will also engage students in discussions about intercollegiate athletics and job qualifications and responsibilities.

COURSE OBJECTIVES:

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

1. Discuss the historical elements that spurred the development of intercollegiate athletics, the national governing bodies and conferences.
2. Describe the structure and role of intercollegiate national governing bodies and conferences.
3. Describe the key philosophical differences between NCAA divisions.
4. Discuss various job opportunities and requisite knowledge, skills and abilities.

5. Describe traditional and emerging revenue sources and expenditures and their relationship with divisional classification and institutional goals.
 6. Evaluate NCAA compliance and enforcement procedures, criticisms and effectiveness.
 7. Identify and critique the utility of initial and continuing eligibility standards.
 8. Evaluate the NCAA, NCAA member institutions, and intercollegiate sport stakeholders (e.g., administrators, coaches, student-athletes, boosters) relationship with diversity issues, gender equity, and student-athlete development and welfare.
- Professional Standards (Commission of Sport Management Accreditation (COSMA))

Upon completion of this course, students will have met the following professional standards:

- **Governance and Policy** — Methods of oversight for and control over sports and recreation programs in schools and communities, both nationally and internationally.
- **Ethical aspects** — Includes critical ethical areas of the day such as the use of performance enhancing drugs, gambling and sports agents.
- **Sport Marketing** — Includes promotions, sales, fundraising, advertising, branding and sponsorship. Strategies need to be created for individuals, teams and/or events, depending on the marketing needs and projections.
- **Diversity** — Through its curricular activities, the sport management academic unit should ensure that students possess the knowledge, skills and experiences needed to understand and deal effectively with diversity in a diverse sport environment.
- **Internship/Practical/Experiential Learning** — An experience that enables students to work for a sports organization, or in a sports-related office to gain useful, relevant experience for a career in the sports field.

COURSE DELIVERY:

Face to face in the classroom; some classes during the semester *may* be conducted online or independently as needed.

HONOR CODE:

George Mason shares in the tradition of an honor system that has existed in Virginia since 1842. The Honor Code is an integral part of university life. On the application for admission, students sign a statement agreeing to conform to and uphold the Honor Code. Students are responsible, therefore, for understanding the code's provisions. In the spirit of the code, a student's word is a declaration of good faith acceptable as truth in all academic matters. Cheating and attempted cheating, plagiarism, lying, and stealing of academic work and related materials constitute Honor Code violations. To maintain an academic community according to these standards, students and faculty must report all alleged violations to the Honor Committee. Any student who has knowledge of, but does not report, a violation may be accused of lying under the Honor Code. With this in mind, all students in this course are held to the strictest standards of the George Mason University Honor Code.

INSTRUCTOR EXPECTATIONS:

1. All assigned reading for each class is to be completed prior to coming to class.
2. All written assignments must be typed (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.
4. Students must abide by the Honor Code, guided by the spirit of academic integrity.
5. We will refrain from the use of electronic devices in class during the lecture period, except to follow the power point presentation or take notes.

Class Attendance and Participation:

It enhances your academic success to be in class; therefore, you should attend **ALL** scheduled class meetings in accordance with George Mason policy. In-class participation is important not only to the individual student, but to the class as a whole. We will have fun if everyone is engaged. To be engaged you have to keep up with the reading and be **refreshed** when you attend class. Class participation, attendance, assignments and quizzes count for a **substantial portion** of your grade in this class. It is important that everyone arrive on time.

Texting or using a computer/tablet for tasks not directly associated with the class is **NOT** acceptable behavior; neither is falling asleep.

Alternative Work and absences/excused:

There is NO make-up work and late assignments will not be accepted. Absences supported by documentation may be excused (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. ***There will be NO extra credit.***

Required Texts:

- Covell, D., & Walker, S. (2016). *Managing Intercollegiate Athletics* (2nd ed.). Scottsdale, AZ: Holcomb Hathaway Publishers, Inc.
- Email Subscription (FREE) – *The Night Cap*
A Review of the Day's College Athletics News Tonight, Directly to your Inbox
Subscribe HERE: <https://collegead.com/the-nightcap/>

Additional articles and/or book chapter will also be used to supplement course materials.

Assessment:

Class Assignments, Participation, Quizzes and Attendance:

Quizzes will include short answer questions, definitions, matching and essay with some knowledge of organization abbreviations necessary. Assignments will be given in class and also as homework; these assignments may closely mirror questions at the end of chapters.

Experiential learning activity:

Students will gain experience working in intercollegiate athletics by volunteering at a sport event or completing a small project for a coach or administrator of a collegiate athletic department. Activities must be approved by the professor. Upon completing the experiential learning activity, students will prepare an oral report detailing their responsibilities, positive and negative perceptions of the activity and lessons learned. The report will be a 15-20 minute presentation for the entire class to learn from.

Topic Reviews from The Night Cap (Email Subscription for @CollegeAD):

Students will select a topic from The Night Cap (one per week). Student will write a 750-1000 word review and analysis (can offer limited opinion).

Final Exam:

Exam questions will include essays, definitions, matching, multiple choice, true/false, short answer, abbreviations/identification of sports governance organizations, it is cumulative:

| Item | | Summary | Total Points |
|------------------------------|------------|--|--------------|
| Quiz 1 | | To cover assigned readings and class lectures). Each will include short answer questions. | 100 |
| Quiz 2 | | To cover assigned readings and class lectures). Each will include short answer questions. | 100 |
| Final Exam | Cumulative | A combination of definition of terms, short answer and short essay questions | 100 |
| The Night Cap | | 10 Weeks (starting on third class meeting). One paper for week for 10 weeks. | 100 |
| Experimental Learning Report | | See expectations outlined above. | 100 |
| TOTAL POINTS | | | 500 |

GRADING SCALE

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|----|------------|--|----|-----------|--|----|-----------|--|---|-----------|
| A+ | = 98 – 100 | | B+ | = 88 – 89 | | C+ | = 78 – 79 | | D | = 60 – 69 |
| A | = 94 – 97 | | B | = 84 – 87 | | C | = 74 – 77 | | F | = 0 – 59 |
| A- | = 90-93 | | B- | = 80 – 83 | | C- | = 70 – 73 | | | |

PROFESSIONAL BEHAVIOR:

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

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

TENTATIVE COURSE SCHEDULE:

| Date: | Topic: | Chapters | Readings/Assessment Due: |
|-------------------------|--|-----------------|---------------------------------|
| Week 1 1/28 | Welcome! Introductions, course overview, and more. | | |
| Week 2 2/4 | Introduction to the Management of Intercollegiate Athletics | 1 | |
| Week 3 2/11 | The Role of National Governing Bodies in the Contemporary Sport Management Environment. | 2 | The Night Cap Report #1 |
| Week 4 2/18 | The Role of Conferences | 3 | The Night Cap Report #2 |
| Week 5 2/25 | Institutional and Departmental Mission and Goals and Strategic Management | 4 | The Night Cap Report #3 |
| Week 6 3/4 | Dept. Organizational Structure and Human Resources Management | 5 | The Night Cap Report #4 |
| Week 7 3/11 | Spring Break | | |
| Week 8 3/18 | CAREER SOCIAL (6:30pm/HUB I) Finances | 6 | The Night Cap Report #6 |
| Week 9 3/25 | Recruiting | 7 | The Night Cap Report #7 |
| Week 10 4/1 | Communications Panel (4:30pm/TBA) Compliance and Enforcement | 8 | The Night Cap Report #8 |
| Week 11 4/8 | Academic Standards and Managing Change | 9 | The Night Cap Report #9 |
| Week 12 4/15 | Ethical Concerns and Reform Efforts | 10 | The Night Cap Report #10 |
| Week 13 4/22 | Student Presentations DAY 1 | | Student Presentation |
| Week 14 4/29 | Student Presentations DAY 2 | | Student Presentation |
| Week 15 5/6 | Reading Day/Course Make-up | | |
| Week 16 5/13 | FINAL EXAMINATION (7:30-10:15 pm) | | |

Additional Notes:

* Guest speakers may be utilized to expand upon topics covered in the assigned readings and class lectures.

* Professor will provide additional supplemental readings as required by current events and/or class interests.

* *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 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/>.

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.

