

George Mason University
College of Education and Human Development
School of Sport Recreation and Tourism Management

SPMT 201 002 – Introduction to Sport Management
3 Credits, Fall 2019
August 26, 2019 to December 18, 2019

Class Location: Robinson Hall B 118
Class Time: M/W 1:30PM – 2:45PM

Faculty

Name: Dr. Jacqueline McDowell
Office Hours: M/W 11am to 12pm and by appointment
Office Location: 4400 University Drive, MS4D2 | 211D Krug Hall
Office Phone: (703) 993-7088
Email Address: jmcdowe7@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 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 face to face.

Expectations

- Participation:
Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.

- **Workload:** Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- **Instructor Support:**
Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues.
- **Accommodations:**
Learners who require accommodations must be registered with George Mason University Disability Services.

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>

Required Texts

Masteralexis, L. P., Barr, C. A., & Hums, M.A. (2019). *Principles and Practice of Sport Management, 6th edition*. Burlington, MA: Jones & Bartlett Learning, LLC

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 by 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/or Examinations**

This course is organized into 14 learning modules. Each learning module requires three activities: (1) a peer discussion, (2) a self-reflection journal, and (3) a chapter assignment. Students will also take two exams in this course.

Learning Assignments (20%):

Students are required to complete assignments demonstrating comprehension of the materials contained in the textbook. Assignments may consist of developing presentations, mindmaps, lessons, or quizzes.

Online Self-Reflection Journals (25%):

Students are required to complete weekly journals that have them reflect on their interests, skills, values, strengths and career aspirations.

Online and Class Discussion (25%)

Using the Discussion tool, answer questions related to the module topic. Each of you will post a response to a discussion question by 11:59pm on the due date (responses *can* be posted prior to the due date) AND then make a minimum of two additional comments to responses made by your classmates by the due date.

Examination 1 (15%) and 2 (15%):

Multiple choice and true/false. –Closed book. No Notes. No help.

- **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 and send 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 send an email to spmt201@mail.remind.com to sign up for email notifications.

- **Grading**

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

Percent	Grade
94-100%	A
90-93%	A-
88-89%	B+
84-87%	B
80-83%	B-
78-79%	C+
74-77%	C
70-73%	C-
60-69%	D
0-59%	F

Professional Dispositions

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

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.

Class Schedule

Module	Unit	Chapter Readings	Due Dates
Module 1	Introduction to class, History of Sport Management and Pretest	<i>Introductions, Pretest, Read Chapter 1</i>	Pretest due Wed. by 11:59pm Online Discussion: Sport History Timeline <ul style="list-style-type: none"> • Initial Post by: Monday • Replies by: Wednesday Journal-Course Expectations: Friday

			Assignment/Quiz: No Assignment
Module 2	Sports Industry- Youth and High School Sports	<i>Read Chapter 7</i>	Online Discussion: Youth Sport Priority <ul style="list-style-type: none"> • Initial Post by: Wednesday • Replies by: Friday Journal- StrengthFinder: Friday Assignment/Quiz: Wednesday
<i>September 5 Welcome Week event The Pilot House/behind the Hampton Roads dorm 4-6:00pm free food, drink, meet faculty and students in our program</i>			
Module 3	Sports Industry- Collegiate Sports	<i>Read Chapter 8</i>	Online Discussion: Paying Athletes <ul style="list-style-type: none"> • Initial Post by: Monday • Replies by: Wednesday Journal-Know Your Skills: Friday Assignment/Quiz: Due Date TBD
<i>September 9 Sport Psychology Symposium 1204 Merten Hall 6:30-8:30pm free pizza</i>			
Module 4	Sports Industry- Olympic and International Sports	<i>Read Chapter 9</i>	Online Discussion: Comparison of Leagues <ul style="list-style-type: none"> • Initial Post by: Monday • Replies by: Wednesday Journal-Know Your Skills: Friday Assignment/Quiz: Due Date TBD
Module 5	Sports Industry- Professional Sports	<i>Read Chapter 10</i>	Online Discussion: Taking a Knee <ul style="list-style-type: none"> • Initial Post by: Monday • Replies by: Wednesday Journal- Interests: Friday Assignment/Quiz: Due Date TBD
<i>September 27 Washington Nationals baseball game and panel 5:30pm/7:00pm GMU Day at Nats Park.</i>			

Module 6	Sport Industry- Sports Agency	<i>Read Chapter 11</i>	<p>Online Discussion: Professional Athlete Endorsement</p> <ul style="list-style-type: none"> • Initial Post by: Monday • Replies by: Wednesday <p>Journal- Work Values: Friday</p> <p>Assignment/Quiz: Due Date TBD</p>
Module 7	Sport Industry- Recreation and Golf Club Management	<i>Read Chapter 19</i>	<p>Online Discussion: To Host or Not to Host</p> <ul style="list-style-type: none"> • Initial Post by: Monday • Replies by: Wednesday <p>Journal- Goals: Friday</p> <p>Assignment/Quiz: Due Date TBD</p>
	Prepare for the Exam	<i>Midterm Exam</i>	Exam Wednesday 10/16/2019
Module 8	Management Principles Applied to Sport Management	<i>Read Chapter 2</i>	<p>Online Discussion: Leadership Advice</p> <ul style="list-style-type: none"> • Initial Post by: Monday • Replies by: Wednesday <p>Journal- Sport jobs: Friday</p> <p>Assignment/Quiz: Due Date TBD</p>
Module 9	Marketing Principles Applied to Sport Management	<i>Read Chapter 3</i>	<p>Online Discussion: Sport Promotion Success</p> <ul style="list-style-type: none"> • Initial Post by: Monday • Replies by: Wednesday <p>Journal- Top Sport Job: Friday</p> <p>Assignment/Quiz: Due Date TBD</p>
Module 10	Financial and Economic Principles Applied to Sport Management	<i>Read Chapter 4</i>	<p>Online Discussion: Sport Stadium Subsidies</p> <ul style="list-style-type: none"> • Initial Post by: Monday • Replies by: Wednesday <p>Journal- Sport Personality: Friday</p> <p>Assignment/Quiz: Due Date TBD</p>

Module 11	Legal and Ethical Principles Applied to Sport Management	<i>Read Chapters 5 and 6</i>	Online Discussion: Native American Mascots <ul style="list-style-type: none"> • Initial Post by: Monday • Replies by: Wednesday Journal-Elevator Pitch: Friday Assignment/Quiz: Due Date TBD
Module 12	Sport Analytics	<i>Read Chapter 16</i>	Online Discussion: How Analytics Can Change Sports <ul style="list-style-type: none"> • Initial Post by: Monday • Replies by: Wednesday Journal- Interview Questions: Friday Assignment/Quiz: Due Date TBD
Module 13	Sport Broadcasting	<i>Read Chapter 17</i>	Online Discussion: No Discussion this Week Journal- Resume Styles: Friday Assignment/Quiz: No Assignment
Module 14	Strategies for Career Success	<i>Read Chapter 20</i> <i>Complete Course Evaluation</i>	Online Discussion: Resume Writing <ul style="list-style-type: none"> • Initial Post by: Monday • Replies by: Wednesday Journal- Final Thoughts: Friday Assignment/Quiz: Due Date TBD
	Prepare for the Exam	<i>Final Exam</i>	Exam 12/11 from 1:30PM-4:15PM

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.
- Religious Holidays -A list of religious holidays is available on the University Life Calendar page (<http://ulife.gmu.edu/calendar/religious-holiday-calendar/>). Any student whose religious observance conflicts with a scheduled course activity must contact the Instructor at least 2 weeks in advance of the conflict date in order to make alternative arrangements.

Campus Resources

- 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/> .