

George Mason University
College of Education and Human Development
School of Sport, Recreation and Tourism Management
SPMT 475 – Sports Management Professional Development Seminar (3)
Spring 2019
Innovation 207, Monday 4:30 – 7:10 PM

Faculty

Name: Charley Casserly
Office Hours: By Appointment
Phone: 202-494-3023
Email Address: ccass49@aol.com

Prerequisites/Corequisites

SPMT 241, 75 credit hours

University Catalog Course Description

This course is a seminar format in which students synthesize and apply theories, concepts, and practices in the leadership and management of sport organizations. Offered by [Recreation, Health & Tourism](#). May not be repeated for credit

Course Overview

The following topics will be covered in this order in class:

1. Philosophy & Ethics
2. Principles in Looking for a Job
3. Why People Succeed and Fail
4. Writing a Resume
5. Composing a Cover Letter
6. Obtaining an Internship
7. Being Successful in an Internship
8. Career Center Presentation
9. Effective Writing and Communication Skills
10. Practical Application of the Job Search
11. What to Expect in an Interview
12. How to be Successful in an Interview
13. The Offer
14. Dealing with your Boss
15. Leadership Theories and Practical Application
16. Class Summary and Overview

There will be guest speakers, videos and presentations required by the students. There will also be individual interviews with the instructor to discuss career goals and how the student can best obtain them, as well as assigned projects based on these career goals

Course Delivery Method

This course will be delivered using a lecture format, with group discussion.

Learner Outcomes or Objectives

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

Objectives

The student will be able to:

1. Understand why people succeed or fail in their jobs.
2. Improve speaking, writing, and organizational skills that will be helpful in seeking employment and staying employed.
3. Career counseling for each student, which will help them understand what options are available to them in their interested fields.
4. Recognize the theoretical concepts in the areas of: Professional Philosophy, Ethics, Leadership, Planning and Organization.
5. Learn the process one goes through in terms of job seeking, both in theory and in practice.
6. Recognize the application of theoretical concepts in management, economics, marketing, public relations, sociology, psychology, and other disciplines.
7. Utilize effective communication to enhance organizational effectiveness.
8. Develop a professional code of ethics.
9. Identify personal and management values.
10. Apply knowledge of concepts and theories to practical sport management situations.
11. Effectively assess job performance.
12. Develop an appreciation for professional integrity and ethical behavior.

Recognize theories, skills, and competencies and personal styles of leadership

Required Texts

Required Readings

Readings will include current articles and news in sport management.

Text

From Mascot to Agent and Everything In Between by Justin Hunt; J.H. Strategists LLC, 2016
The Complete Q&A Interview Book by Jeffrey G. Allen; Wiley Publications
Don't Take the Last Donut by Judith Bowman; Career Press

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (hard copy unless prior arrangements with Professor Casserly have been made).

Assessment Activities:

Assessment of student objectives will include, but is not limited to, your performance in:

- Quizzes both oral and written
- Mock interview and research assignment from interviews
- Various current event projects and oral presentations
- Letter of inquiry
- Resume
- Job search project
- Computer research project
- Writing Skills Project
- Topic Papers
- Class Summary Book/Binder

GRADING: *There will be NO extra credit!!!*

Percentage %	Letter Grade
100 – 98	A+
97 – 94	A
93 – 90	A-
89 – 86	B+
85 – 82	B
81 – 79	B-
78 – 76	C+
75 – 72	C
71 – 70	C-
69 – 60	D
59% & Below	F

Interview & Assignments – 10%

Notebook – 5%

Attendance – 5%

Quizzes – 25%

Assignments – 25%

Major Assignments – 30%

- Resume
- Cover Letter
- Computer Assignment

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 or teaching assistant.
4. Students must abide by the Honor Code, guided by the spirit of academic integrity.

Class Attendance

Attendance 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 will be conducted in a civil, informed fashion wherein disruptive students will be asked to leave the class. Your contributions are not only welcomed, but 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. 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. ***There will be NO extra credit!!!***

Professional Dispositions

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

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

Class Schedule

The tentative class schedule will be announced during our first collective class date, January 27. The professor might change the order of topics during the semester. Students will be given plenty of notice if a change is made.

Here are the tentative topics we will cover during the semester:

Week 1 - Interviewing

Week 2 - How to Conduct a Job Search
Week 3 - Resume
Week 4 - Cover Letter
Week 5 - Guest Speaker – Local Team – What we look for when we hire someone
Week 6 - Communication Seminar
Week 7 – NBA Project
Week 8 – Tips for Interns
Week 9 – Social Media
Week 10 – Intern Presentations
Week 11 – Intern Presentations
Week 12 – What it takes to be Successful

Notes:

1. There will be 8 quizzes spaced out in the Term covering the material we cover in the Textbooks
2. Anytime there is a Presentation – Weeks 2, 5, 6, 9, 11 & 12 – You will be expected to write 5 Points of what you liked about the Presentation and why
3. Textbooks:
4. Don't Take the Last Donut – Chap 1- Little Things Mean a Lot, Ch-2 – Introductions, Ch -3 – Small Talk, Ch -4 Networking, Ch – 5 Telephone Skills, Ch 6 – Email, Ch – 7 Dining Skills, Ch – 11 – Attire
5. From Mascot to Agent – Ch 5 – Kevin Abrams, Ch 6 – Ethan Waugh, Ch 7 Derrick Hall, Ch 9- Howie Roseman, Ch 13 – Charley Casserly Ch 14 – Assess: Self-Awareness Through Self Reflection, Ch 15 – Develop: Constructing Your Own Networking Plan, Ch 16 – Implement: Stay Your Course and Don't Look Back
6. The Complete Q & A Job Interview Book – Ch 1- Personal & Family Data, Ch 2 – Educational Background Ch 3 – Character Traits, Ch 4 – Initiative & Creativity, Ch 5 – Management Ability, Ch 6 – Career Objectives Ch 7 – Suitability for Target Job, Ch 8 Salary Negotiations
7. Interview Training – Every class that we do not have a Presentation we will do Interview Training
8. The Professor will meet with each student outside of class time twice. The purpose of the meeting will be to discuss Career Goals and how to go about reaching them. An assignment will assigned after the student's first meeting.

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 <https://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 <https://ds.gmu.edu/>).
- Students must silence all sound emitting devices 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 <https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:

As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing titleix@gmu.edu.

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

