

**George Mason University**  
College of Education and Human Development  
**School of Sport Recreation and Tourism Management**  
SPMT 475-003 Sport Management Professional Development Seminar  
Fall 2020

DAY/TIME:	MW 3:00pm	LOCATION:	Innovation 204
<b>PROFESSOR:</b>	Craig Esherick	EMAIL ADDRESS:	<a href="mailto:cesheric@gmu.edu">cesheric@gmu.edu</a>
OFFICE LOCATION:	213D Krug Hall	PHONE NUMBER:	703-993-9922
OFFICE HOURS:	By Appointment	FAX NUMBER:	703-993-9707
CREDITS:	3 hours		

**Prerequisites:** SPMT 241, minimum of 75 hours, majors only

### **Course Description**

This is a seminar format, in which students synthesize and apply theories, concepts, and practices in the leadership and management of sport organizations.

### **Learner Outcomes or Objectives**

The student will be able to:

1. Recognize the application of theoretical concepts in management, economics, marketing, public relations, sociology, psychology, and other disciplines.
2. Utilize effective communication to enhance organizational effectiveness.
3. Develop a professional code of ethics.
4. Identify personal and management values.
5. Apply knowledge of concepts and theories to practical sport management situations.
6. Effectively assess job performance.
7. Develop an appreciation for professional integrity and ethical behavior.
8. Reflect on the evolution and scope of sport management and the sport industry.
9. Recognize theories, skills, and competencies and personal styles of leadership.

### **Course Overview**

Conceptually, this course is intended to provide practical assistance to you. The intent is for you to reflect on this course, five years from now, and know that it made a difference in your professional development! The learning experiences in this course are afforded through an interactive, online delivery model. This will ensure opportunities to meet the course objectives through discussions with ample opportunities for student participation. In fact, the course requires student participation through applied readings, guest speakers, video tapes, current events, and more. Course content includes, but is not limited to, the following: Skills and competencies of sport leaders; Performance appraisal, assessment, evaluation, mentoring; Organizational communication, Communication skills, Business writing; Team building; Meeting management; Customer service; Professional ethics, rights and responsibilities; Concepts of morality; Personal philosophy regarding social responsibility; Professional codes of ethics; Personal and management values; Personal styles of leadership; Human resource management; Personal management philosophy and style; Effective decision making/problem solving; Small group behavior; Organizational structure and staffing;

Organizational behavior; Definition and evolution of sport management. There are theoretical foundations and practical applications in each of these content areas.

### Course Delivery Method

This course will be delivered primarily face to face (Monday and Wednesday) but we will also have some online classes. Remember that the entire University will revert to online learning after the Thanksgiving recess.

**Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.**

### Required Texts

George Mason University Career Services. Career Readiness Guide.  
 Carnegie, D. (1936). *How to win friends & influence people*. NY: Gallery Books.  
 Additional readings posted under course content on Bb

### Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, VIA, hard copy). Assessment of student objectives will include, but is not limited to, your performance in: Interviews, In-Class Assignments, External Assignments, Meetings, Projects, Presentations, and your Professional Portfolio (including Resume, Letters, etc.). 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 this syllabus and on Blackboard. Student non-compliance with stated academic, honor, attendance, or participation expectations will result in a '0' for the associated evaluation.

ASSESSMENT	Points	DUE
<b>Personal Interview and Reflection-</b> (includes interview performance, written reflection submitted via Blackboard, and Draft Resume)	40 points (20%)	Variable dates to be scheduled with professor/Collaborate on Blackboard
<b>e-Portfolio-</b> reflects your professional life (includes Philosophy, LinkedIn profile, Letter of Inquiry, Cover Letter, Resume, Work Samples)	30 points (15%)	12-11-20
<b>Presence and Participation</b> (includes discussion boards, engagement in class) and <b>Discretionary Assignments</b>	30 points (15%)	Throughout the semester/in person and online

<b>Professional Philosophy</b>	10 points (5%)	11-25-20
<b>Linked In/Profile/Teamwork</b>	10 points (5%)	10-16-20
<b>Handshake/Career Center</b>	10 points (5%)	10-16-20
<b>Elevator Pitch/in person/Collaborate</b>	10 points (5%)	11-9-20/week of class
<b>Reference List</b>	10 points (5%)	12-5-20
<b>Research Project/Industry Sector</b>	40 points (20%)	11-22-20
<b>Post Test Completion</b>	10 points (5%)	12-6-20
<b>TOTAL</b>	<b>200 points</b>	

**Personal Interview-** pre-arranged individual interviews with the instructor will be conducted. Several days prior to meeting, a draft copy of your resume should be provided. The interview will consist of two aspects: a) standard and behavioral employment questions as a mock job interview; and b) questions and a conversation about your intended career path, etc. A Reflection on your Interview will be submitted, three days after the interview (one page).

**Research on Segment and Position** - a) Research and produce a report outlining typical governance, organizational structures, career tracks of your selected industry sector; b) describe a pre-approved sport organization within the identified sport industry segment and research that organization, answering at the minimum, the following questions: Who are the key employees? What is their current status? Are there open positions? Finally, c) strategize regarding that organization and segment: How could you go about contacting them regarding a position? What else do you want to know? Necessary skills for this segment, organization?

**Professional e-Portfolio-** This represents your life as a professional. What do you want prospective employers to know about you? What evidence can you provide to document your professional capacity and credibility? The portfolio should be organized as if it were being presented to a prospective employer, and it should be produced as a product that reflects your professionalism. Written components can include work samples, your resume, your philosophy, a sample cover letter, a sample letter of inquiry, and other evidence of who you are professionally. Also, you can choose to incorporate video components reflecting you as a professional. This is a chance to be creative.

All graded activities will be submitted via **Blackboard** using the **Assessment** section or Discussion Board.

**Assignments** will include, but are not limited to, such activities as: a) join **Linked In**; b) develop and engage with individual prompts and/or responses to current topics and/or situations via discussion board (e.g. SBJ); c) volunteer work and/or service in the sport industry; d) engage with employment services (e.g. **teamworkonline and handshake**); e) develop and creatively present your **professional philosophy and career goals**; f) develop and use a 30-60 second ‘**elevator pitch**’; and g) meet with Career Services or a mentor.

## Grading

*There will be NO extra credit!!!*

Cumulative Points	Percentage %	Letter Grade
189-200	100 – 94	A
179-188	93 – 90	A-
171-178	89 – 86	B+
163-170	85 – 82	B
157-162	81 – 79	B-
151-156	78-76	C+
143-150	75-72	C
139-142	71-70	C-
119-138	69-60	D
≤118	59% & Below	F

## Professional Dispositions

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

## Tentative Class Schedule

DATE		TOPIC	ASSIGNMENT / DUE
Week of 8/24	Module 1	The Course & Syllabus/rules of the road Why require this class? Introductions/class and professor The Sport Industry Professionalism Development Textbook introduction/purpose	<b>Syllabus review</b> <b>Buy Book</b> <b>Distribute Career Center booklet and start reading</b> <b>Begin reading book/Carnegie</b>
Week of 8/31	Module 2	Know Yourself- Professional Philosophy & Goals Resume preparation Sign Up for Interview Book discussion/front cover to page 3 A professional philosophy ... what is it and why important to develop? <b>Online class-Wednesday September 2</b>	<b>Submit resume to classmate</b> <b>Peer review of resume</b> <b>Read front cover to page 29 (Carnegie)</b>
Week of 9/7	Module 3	<b>Labor Day Holiday/Monday</b> Cover Letter; Letter of Interest Book discussion/Carnegie Discuss portfolio assignment	<b>Read pages 30-50 (Carnegie)</b> <b>Submit cover letter/letter of interest to classmate-peer review</b>
Week of 9-14	Module 4	Interviews Begin Book discussion/Carnegie Communication skills/speaking/eye contact Guest speaker	<b>Read pages 51-79 (Carnegie)</b>
Week of 9-21	Module 5	Job Search Strategies LinkedIn/Teamwork/Handshake Career Center information Book discussion/Carnegie	<b>Read pages 80-109 (Carnegie)</b>
Week of 9-28	Module 6	Research project explained Sport industry sector discussion Book discussion/Carnegie	<b>Read pages 109-134 (Carnegie)</b>
Week of 10-5	Module 7	Networking <b>Monday is ONLINE CLASS/BOOK</b> Elevator pitch discussion/preparation Career events/networking opportunities	<b>Read pages 135-160 (Carnegie)</b> <b>Approval for research assignment and sector</b>

DATE		TOPIC	ASSIGNMENT / DUE
Week of 10-12	Module 8	Book discussion/Carnegie Guest speaker	<b>Read pages 161-180 (Carnegie) Must join Handshake, LinkedIn and Teamwork by end of this week.</b>
Week of 10-19	Module 9	Job announcements Skills/qualifications Book discussion/Carnegie	<b>Read pages 181-198 (Carnegie)</b>
Week of 10-26	Module 10	Negotiations/ask for a raise/promotion/new job Working with a team/collegiality Socializing with co-workers Graduate Studies/application/research Book discussion/Carnegie	<b>Read pages 199-214 (Carnegie)</b>
Week of 11-2	Module 11	Guest speaker Book discussion/Carnegie Research assignment and portfolio discussion/opportunity for questions	<b>Read pages 215-236 (Carnegie)</b>
Week of 11-9	Module 12	Presentation/dress code/attitude/email correspondence and communicating with co-workers/supervisors/competitors Book discussion/Carnegie Elevator pitch exercise	<b>Finish reading Carnegie book including the index and the back cover of the book</b>
Week of 11-16	Module 13	Guest speaker Book discussion/Carnegie	<b>Research assignment/industry sector due Sunday Nov. 22 11:59pm</b>
Week of 11-23	Module 14	Class on Monday Thanksgiving Holiday begins Wednesday/no class Discuss portfolio assignment/questions	<b>Professional philosophy statement due (1-2 pages) Nov. 25 by 11:59pm</b>
Week of 11-30	Module 15	Online classes this week Post-test discussion/completion this week	<b>Portfolio due Friday, December 11<sup>th</sup> at 11:59pm Reference list Dec 5<sup>th</sup>/3pm</b>

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 <https://ds.gmu.edu/>).

### *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>
- *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](mailto:titleix@gmu.edu)

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