

**GEORGE MASON UNIVERSITY**  
**College of Education and Human Development**  
*School of Sport, Recreation and Tourism Management*  
**SPMT 201-003 Introduction to Sport Management (3)**  
*Fall 2020*

<b>DAY/TIME:</b>	W 1:30-2:45pm	<b>LOCATION:</b>	West 1007
<b>PROFESSOR</b>	Craig Esheric	<b>EMAIL ADDRESS</b>	cesheric@gmu.edu
<b>OFFICE LOCATION:</b>	Krug 213D	<b>PHONE NUMBER:</b>	703-993-9922
<b>OFFICE HOURS:</b>	<i>By Appointment</i>	<b>FAX NUMBER:</b>	703-993-9707

**PREREQUISITES**

None

**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 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. Appreciate current research in sport management.

**INSTRUCTOR EXPECTATIONS**

1. All assigned reading for each class is expected to be done prior to coming to class.
2. All written assignments must be typed.
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. Attendance will be monitored and attendance is defined as arriving on time for class and remaining in class (in person and online).
4. You will be expected to check Bb regularly as well as being alert to emails from the instructor. The instructor will email you using *Bb email*.

**CLASS ATTENDANCE**

It enhances your academic success to be in class; therefore, you should attend ALL scheduled class meetings. Students are expected to attend the class periods of the courses for which they register and attend those classes **on time**. In-class participation is important not only to the individual student, but to the class as a whole. Because class participation is a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Texting in class is **NOT** acceptable behavior; neither is falling asleep. It is assumed that laptops are being used to take notes or to follow Blackboard power points; other use is a distraction to me and your classmates.

## **PARTICIPATION**

Respect the free exchange of thought in an academic environment (in person and online), 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, 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. You are strongly encouraged to hand assignments in on time.

## **GRADING**     *There will be NO extra credit.*

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.

## **NATURE OF COURSE DELIVERY**

This course will be delivered in a *hybrid model*, with one face to face class on Wednesday, during most of the semester, and using an asynchronous format via Blackboard Learning Management system (LMS) housed in the MyMason portal, for half of the course. You will log into the Blackboard (Bb) course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available the weekend before the first class.

**Under no circumstances, may 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.**

### Technical Requirements

To participate in this course, students will need to satisfy the following technical requirements:

- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download:
  - Adobe Acrobat Reader: <https://get.adobe.com/reader/>
  - Windows Media Player: <https://support.microsoft.com/en-us/help/14209/get-windows-media-player>
  - Apple Quick Time Player: [www.apple.com/quicktime/download/](http://www.apple.com/quicktime/download/)

### Expectations

- Course Week: Because asynchronous courses do not have a "fixed" meeting day, our week will start on Monday, and finish on Sunday.

•Log-in Frequency:

Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least 3 times per week.

•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; both in person and online.

•Technical Competence:

Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.

•Technical Issues:

Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.

•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. Those unable to come to a Mason campus can meet with the instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.

•Netiquette:

The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. Be positive in your approach with others and diplomatic in selecting your words. Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.

•Accommodations:

Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

## REQUIRED READINGS

Sixth Edition: *Principles and Practice of Sport Management*  
Lisa P. Masteralexis, JD; Carol A. Barr, PhD; Mary Hums, PhD  
Jones and Bartlett Publishing Burlington, MA (2019)  
ISBN: 9781284142136 [Book is available in eBook format]

## EVALUATION

This course will be graded on a percentage system, with a total of 100% possible, weighted as described below.

## GRADING SCALE

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

<b>REQUIREMENTS</b>	<b>% of Grade</b>
<p><b>Attendance, Assignments, Enthusiasm and Participation:</b> Students are expected to attend class regularly and participate in discussions, both in person and online, and be attentive during the lectures. Assignments must be typed, turned in on time and evidence a minimum standard of college work.</p>	15%
<p><b>Midterm Examination:</b> Multiple choice, true/false, matching, definition, essay and fill in the blank – All materials covered up to the day of the midterm exam will be included.</p>	25%
<p><b>Final Examination:</b> Multiple choice, true/false, matching, definitions, essay, fill in the blank – All materials covered between the midterm exam and the final exam will be included; will add two or more chapters from midterm to the final exam coverage (college and pro sports).</p>	35%
<p><b>Interview Project:</b> Students are required to develop an interview protocol and conduct a 15-30 minute interview with an individual <i>employed</i> in the <b>sport industry</b>. Students provide a college level paper with a title page, an introduction, a question and answer section and summary/opinion/conclusion to satisfy the written portion of the assignment. Students also give an oral presentation, via Blackboard Collaborate, of approximately 5 minutes describing who they interviewed and what they learned in the interview during the last week of class.</p>	25%
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<b>Total</b>	<b>100%</b>

### PROFESSIONAL BEHAVIOR

Students are expected to exhibit professional behaviors and dispositions at all times; online and in class.

### TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS AND ASSIGNMENTS DUE
W	August	26	Introduction to class and the sports industry; expectations for semester, how you are evaluated	Syllabus; Blackboard
			History of Sport Management (covered online)	Chapter 1
W	September	2	<i>No face to face class this week Management Principles (online)</i>	Chapter 2
			Marketing Principles (covered online)	Chapter 3
W		9	Economic/Finance Principles	Chapter 4
			<i>One chapter this week/Labor Day/Monday</i>	
W		16	Legal Principles	Chapter 5
			Ethical Principles (online)	Chapter 6
W		23	HS and Youth Sports	Chapter 7
			Collegiate Sport (online)	Chapter 8

DATE			TOPIC	READINGS AND ASSIGNMENTS DUE
W		30	International Sport	Chapter 9
			Professional Sport (online)	Chapter 10
W	October	7	<i>Review online-no face to face class</i>	<i>Review</i>
R		8	<b>MIDTERM EXAM</b> <b>Students will have 15 hours to complete the exam</b> <b>7am-10pm</b>	All content covered up to this point in the semester
W		14	Strategies for Career Success	Chapter 20
			Sports Agencies (online)	Chapter 11
W		21	Facility Management	Chapter 12
			Event Management (online)	Chapter 13
W		28	Sport Sales	Chapter 14
			Sport Sponsorship (online)	Chapter 15
W	November	4	Sports Tourism	Power Point and other materials
			Sport Sociology (online)	
W		11	Recreation/Golf Club Management	Chapter 19
			Sport Diplomacy/Sport for Development (online)	Power Point and other materials
W		17	Sport Analytics	Chapter 16
			Sport Broadcasting (online)	Chapter 17
W	November	25	<i>No face to face class this week</i> Sporting Goods and Licensed Products (online)	Chapter 18
			<b><i>Thanksgiving break/end of face to face classes</i></b>	
W	December	2	Oral Presentations Interview Project via Blackboard Collaborate	<b><i>Attendance Mandatory on Collaborate</i></b>
R	December	3	<b><i>Interview Project due by 11:59pm</i></b>	<b><i>Post to portal on Blackboard</i></b>
SA	December	5	<b><i>Classes End---Reading Days---Exam Period Begins</i></b>	Review for final exam
W		9	<b>FINAL EXAM</b>	<b>Selected first half content/ALL second half course content</b>

*Note: Faculty reserves the right to alter the schedule as necessary*

## **STUDENT EXPECTATIONS**

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/honor-code/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- 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 George Mason University 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 must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

### *Campus Resources*

- Support for submission of assignments to Tk20 should be directed to [tk20help@gmu.edu](mailto: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, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu>].
- *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).

## **CORE VALUES COMMITMENT**

The College of Education and Human Development (CEHD) is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.