

George Mason University
College of Education and Human Development
School of Sport, Recreation and Tourism Management
SPMT 475 – Sports Management Professional Development Seminar
Spring 2021

DAY/TIME: Monday 7:20-10 p.m.

PROFESSOR: Charley Casserly

OFFICE LOCATION: 213D Krug Hall

OFFICE HOURS: By Appointment

CREDITS: 3 hours

LOCATION: Distance Learning

EMAIL ADDRESS: ccasser2@gmu.edu

PHONE NUMBER: 202-494-3023

Prerequisites: SPMT 241, 75 credit 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

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

1. Principles in Looking for a Job
2. Why People Succeed and Fail
3. Writing a Resume
4. Composing a Cover Letter
5. Obtaining an Internship
6. Being Successful in an Internship
7. Effective Writing and Communication Skills
8. Practical Application of the Job Search
9. What to Expect in an Interview
10. How to be Successful in an Interview
11. The Offer

12. Dealing with your Boss
13. Networking
14. Business Meeting
15. Telephone Skills
16. Small Talk
17. Social Media
18. Attire for the Interview
19. 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 is delivered online in a synchronous format. Students will log on to Blackboard every Monday shortly before 7:20pm, and will remain logged on to participate in the class until Professor Casserly ends the session. You will log in to the Blackboard (Bb) course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available by January 25, 2021.

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.

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/

Expectations

- Course Week

Because of the synchronous format, the week will begin on Monday, the day of the class meeting and end on Sunday.

- Log-in Frequency:

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

- Participation:

Students are expected to actively engage in discussions during the online class each Monday as well as engage in any discussion board assignments posted by Professor Casserly.

- 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 will have regular assignments and they should be completed on time, with attention given to due dates.

- Instructor Support:

Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Students can meet with the instructor via telephone or Blackboard Collaborate 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 ensure accessibility must be registered with George Mason University Disability Services.

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

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor.

Assessment Activities:

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

- Quizzes - They will be based primarily on the readings assigned from the textbooks. The questions will need written answers not True/False answers.
- Interview and Interview Assignment - The first Interview will review their education, work history and career aspirations. They are given an assignment that will aid them in their pursuit of their Career. In the second interview we will review their paper from the assignment.
- Resume - Write a resume.
- Cover Letter - Research a job you are interested in and write a cover letter applying for it.
- Interview DVD - Watch the Interview DVD and answer questions on it.
- Guest Speakers - Write up 5 points on every guest speaker we have and why you like them.
- NBA Group Project - Students will in a group (3-5 students). Decide who the most valuable player and least valuable player is on each team you are assigned based on the criteria in the assignment. They will write a paper and do an oral presentation.
- Short papers (1-2 Pages) will be written on these Topics - Job description, example of someone who overcame a failure that went on to be successful, DVD on interviewing, an elevator speech, and networking.
- Any readings from the textbooks will require the student to list 3 points from each Chapter assigned on what they liked and why they liked them. Be ready to discuss your ideas in class.
- Visit (virtually) any Career Fairs - Collect material if possible, from two "Booths" you liked. Submit job descriptions.
- Prepare a Class Summary Book/Binder based on the Subjects we covered in Class. Include all of the PowerPoints, handout materials and assignments.

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
- NBA Project

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 log in online for 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!!!***

Class Schedule

The tentative class schedule will be announced during our first collective class date, January 25. 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 be 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 <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

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