

GEORGE MASON UNIVERSITY  
School of RHT  
SPMT 201: Introduction to Sport Management  
Fall 2010

PROFESSOR: Craig Esherick, J.D.  
OFFICE: Bull Run Hall, Prince William Campus  
EMAIL: cesheric@gmu.edu  
PHONE NUMBER: 703-993-9922  
OFFICE HRS: Before class & by Appointment (on Wednesdays)  
CLASS MEETINGS: TR- 9:00 – 10:15am  
CLASS LOCATION: Robinson B205

**COURSE DESCRIPTION:**

This course introduces the student to the sport management profession. Primary focus is on the sport industry, including professional sport entertainment, amateur sport entertainment, for-profit sport participation, nonprofit sport participation, sporting goods, sports tourism and sport services.

**REQUIRED READINGS:**

Parks, J. Quarterman, J., & Thibault, L. (eds.) (2007). *Contemporary Sport Management (3<sup>rd</sup> ed.)*. Champaign, IL: Human Kinetics Publishers.

**ADDITIONAL READINGS:** **Regular** reading of a newspaper's sports section or online sports news site-covering local, national and international sports news

**COURSE OBJECTIVES:** Students will 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. Appreciate current research in sport management;
6. Demonstrate an understanding of professional preparation in sport management.

**HONOR CODE:**

George Mason shares in the tradition of an honor system that has existed in Virginia since 1842. The Honor Code is an integral part of university life. On the application for admission, students sign a statement agreeing to conform to and uphold the Honor Code. Students are responsible, therefore, for understanding the code's provisions. In the spirit of the code, a student's word is a declaration of good faith acceptable as truth in all academic matters. Cheating and attempted cheating, plagiarism, lying, and stealing of academic work and related materials constitute Honor Code violations. To maintain an academic community according to these standards, students and faculty must report all alleged violations to the Honor Committee. Any student who has knowledge of, but does not report a violation may be accused of lying under the Honor Code. With this in mind, all students in this course are held to the strictest standards of the George Mason University Honor Code.

**STUDENT SUPPORT:**

Any eligible student with an exceptionality documented through George Mason University’s Disability Resource Center must notify the instructor so that suitable accommodations can be implemented. The notification should take place during the **first week** of classes.

**EVALUATION:**

Interview Project	60 points
Discretionary (Attendance, enthusiasm, class participation, assignments)	45 points
Research Assignment Sports Journal	10 points
Midterm Exam	65 points
Final Exam	70 points
<b>Total Points</b>	<b>250 points</b>

*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 (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.
4. Students must abide by the Honor Code, guided by the spirit of academic integrity.

*Class Attendance:*

It 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. Texting in class is NOT acceptable behavior; and 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 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.

**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.

**COURSE OUTLINE**

Day	Date	Tentative Topics Covered &	Readings Due:
Tuesday	8-30	<i>Syllabus</i> ; Introduction to class and sports industry; Expectations for semester	
Thursday	9-2	Managing Sport in the 21 <sup>st</sup> Century	Chapter 1
Tuesday	9-7	Sociological Aspects of Sport	Chapter 18
Thursday	9-9	History of Sport	History Powerpoint
Friday	9-10	<i>SPMT/RHT Orientation</i>	<i>PW Campus 11am</i>
Tuesday	9-14	Developing a Professional Perspective	Chapter 2
Thursday	9-16	Critical Thinking	Chapter 3
Tuesday	9-21	In class assignment-mandatory attendance- <i>no makeup</i>	Chapter 2, 3 and Syllabus
Thursday	9-23	Sport Marketing	Chapter 9
Tuesday	9-28	Questions, Answers and Research	Chapter 19
Thursday	9-30	Research in Sports Management	Chapter 20
Tuesday	10-5	Sport Consumer Behavior	Chapter 10
Thursday	10-7	Public Relations and Sports; Sports Communications	Chapter 11
Tuesday	10-12	<i>No Class-Monday classes meet</i>	
Thursday	10-14	Finance, Economics and Budgeting in the Sports Industry	Chapter 12
Tuesday	10-19	Sports Facility and Event Management	Chapter 13
Thursday	10-21	<i>Midterm</i>	Scantron
Tuesday	10-26	<i>Midterm</i>	Essay/Short answer
Thursday	10-28	Mgmt and Marketing Agencies	Chapter 6

Tuesday	11-2	Sport Tourism	Chapter 7
Thursday	11-4	International Sport	Chapter 8
Tuesday	11-9	Legal Issues in Sports	Chapter 16
Thursday	11-11	Intercollegiate Sports	Chapter 4
Tuesday	11-16	Professional Sports	Chapter 5
Thursday	11-18	Ethical Issues in Sport	Chapter 17
Tuesday	11-23	Ethical Issues in Sport <i>November 25<sup>th</sup> Thanksgiving recess</i>	Chapter 17
Tuesday	11-30	Sport Organizations	Chapter 14
Thursday	12-2	Management and Leadership	Chapter 15
Tuesday	12-7	Oral Presentation Interview Project	Mandatory Attendance
Thursday	12-9	Oral Presentation Interview Project, Turn in Interview Project and Final Exam Review <i>All classes end December 11th</i>	Mandatory Attendance
Tuesday	12-16	<i>FINAL EXAM (7:30-10:15am)</i>	<i>Scantron</i>

\*Any circumstance arising that is not explicitly addressed in this syllabus or by George Mason University policy, is implicitly governed under the auspices of common sense and will be dealt with using the instructor's discretion.

*Other student resources-*

- OFFICE OF DISABILITY SERVICES:

Phone 703 993 2474

<http://ods.gmu.edu>

- WRITING CENTER

A114 Robinson Hall

Phone 703 993 1200

<http://writingcenter.gmu.edu>

- COUNSELING AND PSYCHOLOGICAL SERVICES (CAPS)

Phone 703 993 2380

<http://caps.gmu.edu>

- UNIVERSITY POLICIES:

The University Catalog, <http://catalog.gmu.edu>, is the central resource for university policies affecting student, faculty, and staff conduct in university academic affairs. Other policies are available at <http://universitypolicy.gmu.edu/>. All members of the university community are responsible for knowing and following established policies.