

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

PROFESSOR: Craig Esherick
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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 (3rd 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	(25%)
Discretionary (Attendance, enthusiasm, class participation)	(15%)
In-class assignments/homework	***
Oral Presentation (Interview Project)	***
Midterm Exam	(30%)
Final Exam	(30%)

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.

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	1-19	Syllabus; Introduction; Expectations	How do we define sport, sports?
Thursday	1-21	Managing Sport in the 21 st Century	Chapter 1
Tuesday	1-26	Sociological Aspects of Sport	Chapter 18
Thursday	1-28	History of Sport	History Powerpoint
Tuesday	2-2	Developing a Professional Perspective	Chapter 2
Thursday	2-4	Critical Thinking	Chapter 3
Tuesday	2-9	In class assignment-mandatory attendance-no makeup	Chapter 2, 3 and Syllabus
Thursday	2-11	Sport Marketing	Chapter 9
Tuesday	2-16	Sport Consumer Behavior	Chapter 10
Thursday	2-18	Public Relations and Sport	Chapter 11
Tuesday	2-23	Finance, Economics and Budgeting in the Sports Industry	Chapter 12
Thursday	2-25	Sport Facility and Event Management	Chapter 13
Tuesday	3-2	Midterm Exam	Scantron
Thursday	3-4	Midterm Exam (continued)	Scantron
Tuesday	3-16	Intercollegiate Sports	Chapter 4
Thursday	3-18	Professional Sports	Chapter 5
Tuesday	3-23	Mgmt and Marketing Agencies	Chapter 6
Thursday	3-25	Sport Tourism	Chapter 7
Tuesday	3-30	International Sport	Chapter 8
Thursday	4-1	Legal Issues in Sports	Chapter 16
Tuesday	4-6	Sport Management Research	Chapter 19

Thursday	4-8	Understanding Research	Chapter 20
Tuesday	4-13	Ethical Issues in Sport	Chapter 17
Thursday	4-15	Ethical Issues in Sport	Chapter 17
Tuesday	4-20	Sport Organizations	Chapter 14
Thursday	4-22	Management and Leadership	Chapter 15
Tuesday	4-27	Oral Presentation Interview Project	Mandatory Attendance
Thursday	4-29	Oral Presentation Interview Project, Turn in Interview Project and Final Exam Review	Mandatory Attendance
Tuesday	5-11	FINAL EXAM (7:30-10:15am)	Scantron

*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.