

GEORGE MASON UNIVERSITY

SPORTS MANAGEMENT 302

SPRING 2010

CLASS FORMAT: Primarily lectures and class discussion, supplemented by group work, group presentations, individual presentations and discussion of assigned readings.

INSTRUCTIONAL GOALS: Upon satisfactory completion of the course, the student will be able to:

- Demonstrate an understanding of the moral bases of decision making in sport management;
- Develop a protocol for ethical decision-making within the organizations which govern sport programs;
- Demonstrate an understanding of the various issues and contemporary problems confronting sport managers and how ethical decision making can be applied;
- Demonstrate an understanding of the Managing By Values process;
- Develop an ability to critically analyze various decision-making approaches to resolving ethical issues in sports management;
- Develop an understanding of a variety of ethical theories; and
- Attain the knowledge to understand & refine a personal and professional code of ethics to guide decision making

EVALUATION: This class will be guided by the principle that when it comes to ethics, **“This is who I am, not what I do.” TRANSLATION: Everything will be evaluated, because what is not evaluated does not improve.**

Class participation & attendance	150		
Quizzes (5)	100		
Mid-Term Examination	250		
Individual Cases (3)	150		
Research Paper (Optional)	-0-	→	100
Oral Presentation	150		
<u>Final Examination</u>	<u>200</u>		
TOTAL POINTS AVAILABLE	1,000	→	1,100

CLASS ATTENDANCE & PARTICIPATION: You can only stay engaged in the subject matter if you read the required material and achieve deeper learning through class discussion. Ethics are personal and they are professional. The definition of ethics is different for different people. Differences in decision-making in ethical situations happens everyday by people with sound principles, rigorous discipline and unparalleled integrity. This course should be a catalyst for self-assessment. Attendance and class discussion will be a factor in your grade.

QUIZZES: There will be five quizzes throughout the semester, and each quiz will be worth twenty points totaling a value of 100 points toward the final grade. The quiz subject matter will be related to the required reading or discussion from the previous class. In most instances, extra credit will be possible if quiz questions regarding current events are answered correctly.

INDIVIDUAL CASES: Students will select cases and will be required to answer a series of ethical questions related to each case. There will be a total of three cases during the semester. The required submission will be a 1-2 page answer to the questions posed. Students will be graded on their grasp of the ethical philosophies, thoughtfulness of their rationale, and ability to write clearly and correctly.

RESEARCH PAPER: [OPTIONAL] Each student will write a 4-5 page research paper on a current ethical issue within sports management. The student will critically analyze the ethical issue from all perspectives; research statute and/or case law or other previously-handled, similar situations; articulate the range of potential resolutions describing the associated ethical theories and provide the rationale and justification for the recommended ethical decision to be made. A minimum of three reference citations required.

ORAL PRESENTATION: Several recent issues in sports management that deal with difficult ethical decision-making will be selected. The class will collectively define the central ethical issues in each of the different situations. Dependent upon actual class size, teams will be randomly selected to provide the rationale for opposing viewpoints on the different situations. Each team will be provided an opportunity to present opening and closing arguments on their respective viewpoint. An expert panel of experienced sports administrators will evaluate the team's performance and the class will also provide evaluative input on the oral arguments made by the presenting students.

OUTSIDE READING: Throughout the semester references will be made to the following textbooks: (None of these texts need to be purchased, but students may want to review them on occasion in the Fenwick Library) Copies of certain important sections from these texts will be distributed to the class as appropriate and allowable.

- Ethical Decision in Sport, Edward O'Shea
- Sport Ethics, Angela Lumpkin
- Managing by Value, Ken Blanchard
- Character is Destiny, Russell Gough
- Character is Everything, Russell Gough
- Ethics of Sports & Athletics, Robert Schneider

TENTATIVE READING SCHEDULE

JANUARY 19, 2010Course Overview and Introductions – Malloy & Schneider, Chapter 1

JANUARY 21, 2010**NO CLASS**

JANUARY 26, 2010Malloy & Schneider, Chapter 1

JANUARY 28, 2010Malloy 1, Schneider 2, **QUIZ #1**

FEBRUARY 2, 2010Malloy 1, Schneider 2

FEBRUARY 4, 2010Malloy 2, Schneider 2

FEBRUARY 9, 2010Malloy 2, Schneider 2

FEBRUARY 11, 2010Malloy 3, Schneider 5, **QUIZ #2**

FEBRUARY 16, 2010Malloy 3, Schneider 3

FEBRUARY 18, 2010Malloy 4, Schneider 3

FEBRUARY 23, 2010Malloy 4, Schneider 5, **QUIZ #3**

FEBRUARY 25, 2010Malloy 5, Schneider 5

MARCH 2, 2010Malloy 5, Schneider 6

MARCH 4, 2010Malloy 6, Schneider 6

MARCH 9, 2010**SPRING BREAK**

MARCH 11, 2010**SPRING BREAK**

MARCH 16, 2010Malloy 6, Schneider 8

MARCH 18, 2010Malloy 7, Schneider 9

MARCH 23, 2010Malloy 7, Schneider 9

MARCH 25, 2010**QUIZ #4**

MARCH 30, 2010**CASE STUDY 1**, Malloy 8

APRIL 1, 2010**CASE STUDY 2**, Malloy 8-9

APRIL 6, 2010**CASE STUDY 3**, Malloy 9

APRIL 8, 2010**QUIZ #5**

APRIL 13, 2010**ORAL PRESENTATIONS**

APRIL 15, 2010**ORAL PRESENTATIONS**

APRIL 20, 2010

APRIL 22, 2010

APRIL 27, 2010

APRIL 29, 2010

MAY 4, 2010

MAY 6, 2010

MAY 11, 2010FINAL EXAM