

GEORGE MASON UNIVERSITY
School of RHT
SPMT 201: Introduction to Sport Management
Spring 2011

PROFESSOR: Dr. Matthew Gilchrist
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PHONE NUMBER: 703-861-9642
OFFICE HRS: Before class & by Appointment
CLASS MEETINGS: M- 7:20 – 10:00 pm (see attached COURSE OUTLINE)
CLASS LOCATION: Science & Technology Building- 212

COURSE DESCRIPTION:

Introduces 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, and sport services.

REQUIRED READINGS:

Parks, J. Quarterman, J., & Thibault, L. (eds.) (2010). *Contemporary Sport Management (4th ed.)*. Champaign, IL: Human Kinetics Publishers.

ADDITIONAL READINGS: As assigned.

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	70 points (28%)
Discretionary (participation, other assignments, etc.)	40 points (16%)
Intro Assignment	10 points (4%)
Mid Term	65 points (26%)
Final Exam	65 points (26%)
TOTAL	250 points

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 will be penalized for absences or excessive tardiness, after two class periods missed. Any student who attends fewer than 60% of the classes will not pass the course. 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) Expressed permission by instructor is required for electronic devices; 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!!!*

Cumulative Points	Percentage %	Letter Grade
244 - 250	100 – 98	A+
234 – 243	97 – 94	A
224 – 233	93 – 90	A-
214 - 223	89 – 86	B+
204 - 213	84 – 82	B
196 - 203	81 – 79	B-
189 - 195	78-76	C+
179 - 188	75-72	C
174 - 178	71-70	C-
149 – 173	69-60	D
< 148	59% & Below	F

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: (Mon- 7:20-10 pm)

Day	Date	Tentative Topics Covered &	Readings Due:
Monday	1/24	Syllabus; Introduction; Expectations; Sport & Sport Management Overview; Nature of the Sport Industry	What's Important?; Chapter 1
Monday	1/31	Context of Sport: Historical & Sociological Aspects	Chapter 18
Monday	2/7	Professional Preparation; Critical Thinking about Sport Management	Chapter 2 Chapter 3
Monday	2/14	Sport Marketing; Consumer Behavior; Public Relations	Chapter 9 Chapter 10 Chapter 11
Monday	2/21	Finance & Economics; Venues & Events	Chapter 12 Chapter 13
Monday	2/28	MidTerm	
Monday	3/7	Intercollegiate Sport	Chapter 4
	3/14	Spring Break	
Monday	3/21	Professional Sport; Sport Management & Marketing Agencies	Chapter 5 Chapter 6
Monday	3/28	Professional Sport; Sport Management & Marketing Agencies	Chapter 5 Chapter 6
Monday	4/4	Sport Tourism; International Sport: A North American Perspective	Chapter 7 Chapter 8
Monday	4/11	Management & Leadership in Sport Organizations	Chapter 14 Chapter 15
Monday	4-18	Management & Leadership in Sport Organizations	Chapter 14 Chapter 15 INTERVIEW PAPER DUE
Monday	4/25	Legal & Ethical Aspects of Sport	Chapter 16 Chapter 17
Monday	5/2	Sport Management Research; Special Topics in Sport Management; Wrap Up, Review	Chapter 19 Chapter 20
Monday	5/9	FINAL EXAM (7:20)	

*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.