

GEORGE MASON UNIVERSITY  
School of Recreation, Health, and Tourism  
SPMT 475 – Sports Management Professional Development Seminar  
Spring 2012

DAY/TIME:	Mon. 4:30pm – 7:10pm	LOCATION:	Enterprise 275
PROFESSOR:	Charley Casserly	EMAIL ADDRESS:	CCass49@aol.com
OFFICE LOCATION:		PHONE NUMBER:	
OFFICE HOURS:		FAX NUMBER:	
CREDITS:	3 hours		

PREREQUISITES: SPMT 201, SPMT 241, PHED 200, 24 hours in RHT, 90 hours

### COURSE DESCRIPTION

To prepare the student for the process of seeking a job as well as being successful in a job in the Sports Management field. This is a seminar format in which students synthesize and apply theories, concepts, and practices in the leadership and management of sport organizations.

### COURSE OBJECTIVES

The student will be able to:

1. Have students understand why people succeed or fail in their jobs.
2. Improve speaking, writing, and organizational skills that will be helpful in seeking employment and staying employed.
3. Career counseling for each student which will help them understand what options are available to them in their interested fields.
4. Recognize the theoretical concepts in the areas of: Professional Philosophy, Ethics, Leadership, Planning and Organization.
5. Learn the process one goes through in seeking a job both in theory and in practice.
6. Recognize the application of theoretical concepts in management, economics, marketing, public relations, sociology, psychology, and other disciplines.
7. Utilize effective communication to enhance organizational effectiveness.
8. Develop a professional code of ethics.
9. Identify personal and management values.
10. Apply knowledge of concepts and theories to practical sport management situations.
11. Effectively assess job performance.
12. Develop an appreciation for professional integrity and ethical behavior.
13. Recognize theories, skills, and competencies and personal styles of leadership.

### COURSE OVERVIEW

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

1. Philosophy & Ethics
2. Principles in Looking for a Job
3. Why People Succeed and Fail
4. Writing a Resume
5. Composing a Cover Letter
6. Obtaining an Internship
7. Being Successful in an Internship
8. Career Center Presentation
9. Effective Writing and Communication Skills
10. Practical Application of the Job Search

11. What to Expect in an Interview and How to be Successful in an Interview
12. The Offer
13. Dealing with your Boss
14. Leadership Theories and Practical Application
15. Class Summary and Overview

There will be guest speakers, videos and required presentations by 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 projects assigned based on these career goals.

## 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 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.

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

## CLASS ATTENDENCE

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.

## 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!!!***

## REQUIRED READINGS

Readings will include current articles and news in sport management.

## TEXT

*The Complete Q&A Interview Book* by Jeffrey G. Allen; Wiley Publications

*Don't Take the Last Donut* by Judith Bowman; Career Press

## EVALUATION

### Assessment Activities:

Assessment of student objectives will include, but is not limited to, your performance in: Quizzes both oral and written, Mock interview and research assignment from Interviews, Various current event projects and oral presentations, Letter of inquiry, Resume, Job search Project, Computer Research Project, Writing Skills Project, Topic Papers, Class Summary Book

### 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

The instructors are 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.

Interview & Assignments – 10%

Notebook – 5%

Attendance – 5%

Quizzes – 25%

Assignments – 25%

Major Assignments – 30%

- Resume
- Cover Letter
- Computer Assignment