

GEORGE MASON UNIVERSITY

School of RHT

SPMT 201: Introduction to Sport Management

Fall 2012

PROFESSOR: Craig Esherick, J.D.
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OFFICE HRS: Tu/Tr before or after class, by appointment, or on Wednesday at PW campus (10am to 2pm)
CLASS MEETINGS: Tu/Tr 9-10:15am
CLASS LOCATION: **Innovation 136**

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:

Pedersen, P., Parks, J. Quarterman, J., & Thibault, L. (eds.) (2011). *Contemporary Sport Management (4th 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; you will be expected to follow current sports events during this course.

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;
7. Develop an appreciation for the sports industry as a business and also an appreciation for the discipline necessary to work in the industry;
8. Improve their overall *communications skills* during this class.

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 two weeks** of classes.

EVALUATION:

Interview Project (written and oral)	60 points
Discretionary (Attendance, enthusiasm, class participation, assignments)	45 points
Research Assignment <i>Sports Journal</i>	10 points
Midterm Exam	65 points
Final Exam	80 points
Total Points	260 points

Instructor Expectations:

1. All of the assigned reading for each class is expected to be completed prior to coming to class.
2. All written assignments must be typed (computer word processing is recommended). There will be many assignments during the course of this semester. These assignments are meant to not only help you learn the material but also give you practice in written communication and critical thinking.
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. Attendance will be monitored and attendance is defined as arriving *on time* for class and *remaining* in class. In case you did not notice, ***this class begins at 9am.***
4. Students must abide by the Honor Code, guided by the spirit of academic integrity.
5. If *class is conducted online*, it is expected that you will be involved in the discussions in a timely fashion. Coming in at the end of a discussion thread will be treated like being late for class, missing an assignment or handing in an assignment late.

6. You will be expected to check Bb regularly as well as being alert to emails from the instructor. The instructor will email you using *Bb email*. ***Please respond promptly to all emails.***

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 and attend those classes **on time**. 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; neither is falling asleep. I want you to take notes in class the old fashioned way, therefore, your laptops should be turned off and remain on the floor during the lecture.

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 (online too) 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. You are strongly encouraged to hand assignments in on time.

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:
Tuesday	Aug 28	<i>Syllabus</i> ; Introduction to class and sports industry; expectations for semester, how you are evaluated	<i>Buy your books-read the syllabus</i>
Thursday	Aug 30	Managing Sport in the 21 st Century	Chapter 1
Tuesday	Sept 4	Sociological Aspects of Sport	Chapter 18
Thursday	Sept 6	Developing a Professional Perspective	Chapter 2

Tuesday	Sept 11	History of Sports	Chapter 3
Thursday	Sept 13	Management Concepts and Practice in Sports Organizations	Chapter 4
Tuesday	Sept 18	Managerial Leadership in Sport Organizations	Chapter 5
Thursday	Sept 20	Professional Sport	Chapter 6
Tuesday	Sept 25	Intercollegiate Sport	Chapter 7
Thursday	Sept 27	Interscholastic Sport	Chapter 8
Tuesday	Oct 2	Youth and Community Sport	Chapter 9
Thursday	Oct 4	Midterm (Chapters 1-9, 18)	Bring Scantron/pencil
Tuesday	Oct 9	<u>Monday Classes Meet</u> <u>No class</u>	No Class
Thursday	Oct 11	Midterm Essay Portion	Blue Book/Pen
Tuesday	Oct 16	Sport Management Questions and Research	Chapter 20
Thursday	Oct 18	Sport and New Media	Selected Readings
Tuesday	Oct 23	Communication in the Sport Industry	Chapter 13
Thursday	Oct 25	Finance and Economics in the Sports Industry	Chapter 14
Tuesday	Oct 30	Sport Facility and Event Management	Chapter 15
Thursday	Nov 1	Sport Consumer Behavior	Chapter 16
Tuesday	Nov 6	Sport Marketing	Chapter 12
Thursday	Nov 8	Legal Considerations in Sport Management	Chapter 17
Tuesday	Nov 13	Sport Tourism	Chapter 11
Thursday	Nov 15	Sport Management and Marketing Agencies	Chapter 10
Tuesday	Nov 20	International Sport/Sport for Development and Peace	Chapter 19 and Readings
Thursday	Nov 22	Thanksgiving Recess	NO CLASS
Tuesday	Nov 27	The Sporting Goods Industry	Selected Readings

Thursday	Nov 29	Oral Presentations	
Tuesday	Dec 4	Oral Presentations/ <i>Interview Project due</i>	
Thursday	Dec 6	Oral Presentations and Review for Final Exam	
<i>Saturday</i>	<i>Dec 8</i>	<i>Classes End</i>	
Final Exam	Dec 13	Bring Scantron, pencil and pen	7:30am to 10:15am

Other student resources-

- OFFICE OF DISABILITY SERVICES:

Phone 703 993 2474

Student Union I, Room 2500

<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

Student Union I, Room 3129

<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.

GRADING SCALE:

Cumulative Points	Letter Grade
254 - 260	A+
244 - 253	A
234 - 243	A-
226 - 233	B+
217 - 225	B
207 - 216	B-
200 - 206	C+
190 - 199	C
182 - 189	C-
156 - 181	D
< 155	F