

GEORGE MASON UNIVERSITY
School of Recreation, Health, and Tourism
SPMT 201-002 - **Introduction to Sport Management (3)**
Spring 2015

DAY/TIME:	M 7:20 pm - 10:00 pm	LOCATION:	Krug Hall 242
PROFESSOR	Dr. Jacqueline McDowell	EMAIL ADDRESS	jmcdowe7@gmu.edu (preferred method)
OFFICE LOCATION:	PW – Bull Run Hall Room 201 E	PHONE NUMBER:	(703) 993-7088
OFFICE HOURS:	TBD by student preferences	FAX NUMBER:	703-993-2025

PREREQUISITES

None

COURSE DESCRIPTION

Introduces sport management profession. Primary focus is on sport industry, including professional sport entertainment, amateur sport entertainment, for-profit sport participation, nonprofit sport participation, sporting goods, and sport services.

COURSE OBJECTIVES

At the conclusion of this course, students should 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. Demonstrate an understanding of professional preparation in sport management.
6. Demonstrate an improvement in their overall communications skills during class

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 in APA format (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. Attendance will be monitored and attendance is defined as arriving on time for class and remaining in class.
4. 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*.

COURSE OVERVIEW

- Regular class attendance is expected. It enhances your academic success to be in every scheduled session. Attendance will not be taken, but the failure to show up to class can result in you missing valuable information and assignments.
- Quizzes will be completed at the beginning of class. No late work is accepted in this course; hence if you have an unexcused absence for class you will miss your opportunity to complete the quiz. If you arrive late while the quiz is being completed, you will be allowed to complete the assignment, but will not receive extended time. 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 the missed class period.

- You have three days after a graded assignment or exam has been returned to contact the professor to contest the grade. After three days, only the content of the graded assignment or exam can be discussed. If you have an unexcused absence on the day that an assignment or exam is returned, contact the professor ASAP to receive the assignment, as the three day contact period starts when the assignment was returned in class. For excused absences, the three day contact period starts when the student receives the assignment.
- I expect you to uphold the highest ethical standards and academic integrity. This includes refraining from cheating, fabrication, and plagiarism.
- Cell phone usage, working on assignments for other courses, reading newspapers or books, playing computer games, and sleeping will not be tolerated. It is assumed that laptops are being used to take notes or to follow Blackboard power points; other use is a distraction to me and your classmates. If you participate in such behaviors, you will be asked to stop the behavior and/or asked to leave the class.
- 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.

PROFESSIONAL ASSOCIATION PRINCIPLES

Courses offered in the Sport Management (SPMT) undergraduate program are guided by the principles of the Commission of Sport Management Accreditation (COSMA). COSMA (2010, p. 1) “bases its accrediting process on principles, rather than standards.” The eight recommended principles are:

- outcomes assessment;
- strategic planning;
- curriculum;
- faculty;
- scholarly and professional activities;
- resources;
- internal and external relationships; and
- educational innovation.

For more information, please see:

Commission of Sport Management Accreditation. (2010, June). *Accreditation principles and self study preparation*. Retrieved August 18, 2014 from <http://cosmaweb.org/accredmanuals>

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 and honor expectations will result in a ‘0’ for the associated evaluation.

NATURE OF COURSE DELIVERY

Face to face with lectures delivered online via Blackboard

REQUIRED READINGS

Esherrick, C., & Baker, R. E. (2013). *Fundamentals of Sport Management*. Champaign, IL: Human Kinetics Publishers.

Masteralexis, L.P., Barr, C.A., & Hums, M. (2013) Sport Industry Readings. (C.Atwater & C. Esherick, Eds.)
 Burlington, MA: Jones and Bartlett Learning.

EVALUATION

This course will be graded on a percentage system, with a total of 100% possible.

REQUIREMENTS	% of Grade
<p>Reading and Lecture Quizzes: Students are expected to listen to the recorded lecture and complete the assigned readings prior to class. To assess understanding of the information, students will complete quizzes, consisting of short answer, multiple choice, true/false, or fill in the blank questions.</p>	20%
<p>Midterm Examination: Multiple choice, true/false, short answer, essay and fill in the blank – All material covered up to the day of the midterm exam will be included.</p>	25%
<p>Final Examination: Multiple choice, true/false, matching, short answer, essay, fill in the blank – All materials covered between the midterm exam and the final exam will be included; will add two or more chapters from pre-midterm to the final exam coverage.</p>	35%
<p>Interview Project: Students are required to develop an interview protocol and conduct a 15-30 minute interview with an individual involved in the sport industry at any level. Students provide a paper with an introduction, question and answer section and conclusion to satisfy the writing portion of the assignment. Students also give an oral presentation of approximately 5-10 minutes describing who they interviewed and what they learned from the sports industry interview, the last day of class.</p>	20%
Total	100%

GRADING SCALE

A	= 94 – 100	B+	= 88 – 89	C+	= 78 – 79	D	= 60 – 69
A-	= 90 – 93	B	= 84 – 87	C	= 74 – 77	F	= 0 – 59
		B-	= 80 – 83	C-	= 70 – 73		

TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS AND ASSIGNMENTS DUE
M	January	26	Introduction to class and the sports industry; What is Sport Management?	Syllabus; Blackboard
M	February	2	Developing a Career in Sport Management; Sport Management Principles and Functions	Chapter 2 and 3 - HK
M		9	High School and Youth Sports	Chapter 1 – J&B Chapter 5 – HK (pp. 80-83)

DATE			TOPIC	READINGS AND ASSIGNMENTS DUE
M		16	Collegiate Sport Film: Schooled: The Price Of College Sports (1.21 hrs) A Century of Change: At 100, NCAA still defining its role	Chapter 2 – J&B Chapter 5 – HK (pp. 84-88)
M		23	International and Professional Sport	Chapter 3 and 4– J&B Chapter 5 – HK (pp. 88-92)
M	March	2	Leadership in Sport Organizations or MIDTERM EXAM	Chapter 4 – HK or Exam covering 1/26 – 2/23
M		9	Spring Break	
M		16	Leadership in Sport Organizations or MIDTERM EXAM	Chapter 4 – HK or Exam covering 1/26 – 3/2
M		23	Exam Review; Sport Venues, Event Management and Building Operations	Chapter 6- HK
M		30	Sport Law	Chapter 7 - HK
M	April	6	Sports Agency	Chapter 5 –J & B
M		13	Sports Marketing Sport Media/Sport Communications	Chapter 6 – J & B Chapter 8 and 9 - HK
M		20	The Sporting Goods and Licensed Product Industry Golf Course Management and Sports Tourism	Chapter 7 and 8 – J & B
M		27	Sport Economics and Finance	Chapter 10 and 11 - HK
M	May	4	Interview Project Oral Presentations	N/A and Mandatory Attendance
M		11	FINAL EXAM (Mon. 5/11 7:30 pm – 10:15 pm) Classroom	Selected first half content and all second half course content

Note: Faculty reserves the right to alter the schedule as necessary.

Student Expectations

- Students must adhere to the guidelines of the George Mason University Honor Code [See <http://oai.gmu.edu/the-mason-honor-code/>].
- Students with disabilities who seek accommodations in a course must be registered with the George Mason University Office of Disability Services (ODS) and inform their instructor, in writing, at the beginning of the semester [See <http://ods.gmu.edu/>].
- Students must follow the university policy for Responsible Use of Computing [See <http://universitypolicy.gmu.edu/policies/responsible-use-of-computing/>].
- Students are responsible for the content of university communications sent to their George Mason University email account and are required to activate their account and check it regularly. All communication from the university, college, school, and program will be sent to students solely through their Mason email account.
- Students must follow the university policy stating that all sound emitting devices shall be turned off during class unless otherwise authorized by the instructor.

Campus Resources

- The George Mason University Counseling and Psychological Services (CAPS) staff consists of professional counseling and clinical psychologists, social workers, and counselors who offer a wide range of services (e.g., individual and group counseling, workshops and outreach programs) to enhance students' personal experience and academic performance [See <http://caps.gmu.edu/>].
- The George Mason University Writing Center staff provides a variety of resources and services (e.g., tutoring, workshops, writing guides, handbooks) intended to support students as they work to construct and share knowledge through writing [See <http://writingcenter.gmu.edu/>].
- For additional information on the College of Education and Human Development, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu/>].

PROFESSIONAL BEHAVIOR: Students are expected to exhibit professional behaviors and dispositions at all times.

CORE VALUES COMMITMENT: The College of Education and Human Development is committed to collaboration, ethical leadership, innovation, research-based practice, and social justice. Students are expected to adhere to these principles.

