

George Mason University
College of Education and Human Development
School of Recreation, Health, and Tourism

SPMT 201 (002) - Introduction to Sport Management
3 Credits, Fall 2017
MW 1:30pm-2:45pm KRUG Hall Room 5 – Fairfax Campus

Faculty

Name: Dr. Jacqueline McDowell
Office hours: M/W 3:00pm – 4:00pm and by appointment Thompson Hall 1409
Office location: Bull Run Hall Room: 201 E, Science and Technology Campus
Office phone: (703) 993-7088
Email address: jmcdowe7@gmu.edu

Prerequisites/Corequisites

None

University Catalog 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 Overview

This course provides students with introductory knowledge of skills needed to properly manage programs in recreation and athletics, including intercollegiate and interscholastic athletics, intramural and club programs, and alternative athletic programs such as corporate fitness centers and YMCA's.

Course Delivery Method

This course will be delivered using a hybrid (33% online) format.

Learner Outcomes or Objectives

This course is designed to enable students to do the following:

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

Professional Standards (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>

Required Texts

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

Wooden, J. & Jamison. (2009). *Coach Wooden's Leadership Game Plan for Success: 12 Lessons for Extraordinary Performance and Personal Excellence*. New York: McGraw-Hill.

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (e.g., Blackboard, Tk20, hard copy).

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.

No late work is accepted in this course; hence if a student has an unexcused absence for class he/she will miss the opportunity to complete the quiz. If a student arrives late while the quiz is being completed, he/she will be allowed to complete the quiz, 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.

Students 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 students have an unexcused absence on the day that an assignment or exam is returned, they should 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.

- **Assignments and/or Examinations**

Examination 1 (20%):

Multiple choice, true/false, short answer, essay and fill in the blank – All material covered up to the day of the exam will be included.

Examination 2 (20%):

Multiple choice, true/false, matching, short answer, essay, fill in the blank – Select material from first half of class and all materials covered between exam 1 and the last class day will be included.

Online Learning Modules and Class Assignments (20%) :

Students are required to work through online learning modules and complete assignments demonstrating comprehension of the materials contained in the modules. Assignments consist of short answer, multiple choice, true/false, or fill in the blank questions.

Assignments in learning modules are made available for 48 hours. For example, if a learning module is opened on Monday, you will have until Tuesday midnight to complete it. If it opens Wednesday, you have until Thursday midnight.

Each learning module requires three activities: (1) read the assigned chapter, (2) review the learning module, and (3) complete an assignment to assess understanding of chapter and module content.

Sport Career Report (20%):

The purpose of this assignment is to help students identify their career goals and develop an action plan for realizing their career goals. Students will be required to take the StrengthsFinder assessment and research various sport careers in order to obtain an understanding of the knowledge, skills and abilities that are needed to acquire a specific job.

Leadership Game Plan (20%)

Students will read Coach Wooden's Leadership Game Plan for Success and answer chapter questions that will assist them in developing their leadership philosophy.

- **Other Requirements**

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.

Class participation is extremely important, but obviously, it is quality, not quantity that counts. We can all learn from each other. It is expected that when you have some special knowledge or relevant experience you will contribute it to the learning of the other members of the class. Useful contributions, as you know, come in many forms. Sometimes a question or a brief comment can be as or more useful to the learning of the class as a long presentation.

When communicating to the class, short messages will be sent to students via Remind, an app that facilitates mass communication. Students can receive messages via their cell phone by texting @spmt201 to 81010 (If you're having trouble with 81010, try texting @spmt201 to (202) 517-2038), or or send an email to spmt201@mail.remind.com to sign up for email notifications.

- **Grading**

This course will be graded on a percentage system, with scores adding up to 100 percent.

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		

Professional Dispositions

See <https://cehd.gmu.edu/students/polices-procedures/>

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

Always come to class with a positive attitude and try to have fun as you learn about yourself, others, and the topic at hand! Much of the value of the course will be generated from in-class discussion. As such, you are asked to prepare for discussion by reading assigned items (prior to class) and actively participate in the conversation.

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. If you participate in such behaviors, you will be asked to stop the behavior and/or asked to leave the class.

Email is an official means of communication. As such, you are expected to follow simple guidelines of professionalism. You should: (a) use a subject line that is relevant to your message; (b) clearly state your question or concern; (c) use standard English and complete sentences, as opposed to using abbreviations and texting-style communications; (d) include a signature block containing your name, phone number, and email address; and (e) proofread your email prior to sending it.

Class Schedule

DATE		TOPIC	READINGS/ASSIGNMENTS DUE
August	28 (Mon)	Introduction to class and the sports industry	<i>Syllabus</i>
	30 (Wed)	What is Sport Management? Developing a Career in Sport Management	<i>Read Chapters 1 and 2 HK</i>
September	6 (Wed)	Sport Management Principles and Functions	<i>Read Chapter 3 HK</i>
	11 (Mon)	Sport Management Principles and Functions	<i>Leadership Game Plan Part 1 Due</i>
	13 (Wed)	High School and Youth Sports	
	18 (Mon)	Collegiate Sport	<i>Online Learning Module and Assignment</i>
	20 (Wed)	Collegiate Sport Film: Schooled The Price of College Sports	<i>Leadership Game Plan Part 2 Due</i>
	25 (Mon)	Professional Sport	<i>Online Learning Module and Assignment</i>
	27 (Wed)	International Sport	
October	2 (Mon)	Sports Agency	<i>Online Learning Module and Assignment</i>
	4 (Wed)	Sports Agency Film: The Dotted Line	<i>Leadership Game Plan Part 3 Due</i>
	9 (Mon)	Columbus Day recess No class	
	10 (Tues)	Exam 1	
	11 (Wed)	Sport Policy and Governance	<i>Read Chapter 5 HK</i>
	16 (Mon)	Leadership in Sport Organizations	<i>Read Chapter 4 HK Online Learning Module and Assignment</i>
	18 (Wed)	Leadership in Sport Organizations	<i>Leadership Game Plan Part 5 Due</i>

DATE		TOPIC	READINGS/ASSIGNMENTS DUE
	23 (Mon)	Sport Venues, Event Management and Building Operations	<i>Read Chapter 6 HK Online Learning Module and Assignment</i>
	25 (Wed)	Sports Sales and Consumer Behavior	
	30 (Mon)	Sport Law	<i>Read Chapter 7 HK Online Learning Module and Assignment</i>
November	1 (Wed)	Sport Law	StrengthsFinder Assessment Due
	6 (Mon)	Sport Marketing	<i>Read Chapter 8 HK Online Learning Module and Assignment</i>
	8 (Wed)	Sport Marketing	
	13 (Mon)	Sport Media	<i>Read Chapter 9 HK Online Learning Module and Assignment</i>
	15 (Wed)	Sport Economics	<i>Read Chapter 10</i>
	20 (Mon)	Sport Finance	<i>Read Chapter 11</i>
	22 (Wed)	Thanksgiving Break	
	27 (Mon)	Sport Tourism	<i>Online Learning Module and Assignment</i>
	29 (Wed)	Sport Tourism	
December	4 (Mon)	Golf and Club Management	<i>Online Learning Module and Assignment</i>
	6 (Wed)	Review of Materials	Sport Career Report Due
	13 (Wed)	Exam 2 4:30 - 7:15	

Note: Faculty reserves the right to alter the schedule as necessary, with notification to students.

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: <http://cehd.gmu.edu/values/>.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <http://oai.gmu.edu/the-mason-honor-code/>).
- 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 Mason 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 with disabilities who seek accommodations in a course must be registered with George Mason University Disability Services. Approved accommodations will begin at the time the written letter from Disability Services is received by the instructor (see <http://ods.gmu.edu/>).
- Students must follow the university policy stating that all sound emitting devices shall be silenced during class unless otherwise authorized by the instructor.

Campus Resources

- Support for submission of assignments to Tk20 should be directed to tk20help@gmu.edu or <https://cehd.gmu.edu/aero/tk20>. Questions or concerns regarding use of Blackboard should be directed to <http://coursessupport.gmu.edu/>.
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>

For additional information on the College of Education and Human Development, please visit our website <https://cehd.gmu.edu/students/> .



