

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

SPMT 475 – Sports Management Professional Development Seminar
Three (3) Credits, Spring 2018
Robinson Hall B111, Monday 4:30-7:10

Faculty

Name: Charley Casserly
Office Hours: By Appointment
Email Address: CCass49@aol.com

Prerequisites

SPMT 241, 75 credit hours

Course Description

This is a seminar format in which students synthesize and apply theories, concepts, and practices in the leadership and management of sport organizations. Offered by Recreation, Health & Tourism. May not be repeated for credit.

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.

Course Delivery Method

This course will be delivered using a lecture format, with group discussion.

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.

Required Texts

Required Readings

Readings will include current articles and news in sport management.

Text

From Mascot to Agent and Everything In Between by Justin Hunt; J.H. Strategists LLC, 2016
The Complete Q&A Interview Book by Jeffrey G. Allen; Wiley Publications
Don't Take the Last Donut by Judith Bowman; Career Press

Course Performance Evaluation

Students are expected to submit all assignments on time in the manner outlined by the instructor (hard copy unless prior arrangements with Professor Casserly have been made).

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 |

Interview & Assignments – 10%

Notebook – 5%

Attendance – 5%

Quizzes – 25%

Assignments – 25%

Major Assignments – 30%

- Resume
- Cover Letter
- Computer Assignment

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 or teaching assistant.
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 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!!!***

Professional Dispositions

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

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

Class Schedule

The class schedule will be announced during our first collective class date, January 22nd.

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://coursesupport.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/>.