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

SPMT 201 C02 – Introduction to Sport Management
3 Credits, Summer 2018
June 25, 2018 – July 28, 2018
Accessed via MyMason: Blackboard Learning Management system (LMS)

Faculty
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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 online (76% or more) using an asynchronous format via Blackboard Learning Management system (LMS) housed in the MyMason portal. You will log in to the Blackboard (Bb) course site using your Mason email name (everything before @masonlive.gmu.edu) and email password. The course site will be available on June 25, 12:01AM.

Under no circumstances, may candidates/students participate in online class sessions (either by phone or Internet) while operating motor vehicles. Further, as expected in a face-to-face class meeting, such online participation requires undivided attention to course content and communication.

Technical Requirements

To participate in this course, students will need to satisfy the following technical requirements:
- High-speed Internet access with a standard up-to-date browser, either Internet Explorer or Mozilla Firefox is required (note: Opera and Safari are not compatible with Blackboard).
- Students must maintain consistent and reliable access to their GMU email and Blackboard, as these are the official methods of communication for this course.
- Students may be asked to create logins and passwords on supplemental websites and/or to download trial software to their computer or tablet as part of course requirements.
- The following software plug-ins for PCs and Macs, respectively, are available for free download: [
  - Adobe Acrobat Reader: https://get.adobe.com/reader/
  - Windows Media Player: https://support.microsoft.com/en-us/help/14209/get-windows-media-player
  - Apple Quick Time Player: www.apple.com/quicktime/download/

Expectations

- Course Week: Because asynchronous courses do not have a "fixed" meeting day, our week will start on Sunday, and finish on Saturday.
- Log-in Frequency:
  Students must actively check the course Blackboard site and their GMU email for communications from the instructor, class discussions, and/or access to course materials at least 5 times per week.
- Participation:
  Students are expected to actively engage in all course activities throughout the semester, which includes viewing all course materials, completing course activities and assignments, and participating in course discussions and group interactions.
- Technical Competence:
  Students are expected to demonstrate competence in the use of all course technology. Students who are struggling with technical components of the course are expected to seek assistance from the instructor and/or College or University technical services.
- Technical Issues:
  Students should anticipate some technical difficulties during the semester and should, therefore, budget their time accordingly. Late work will not be accepted based on individual technical issues.
- Workload:
  Please be aware that this course is **not** self-paced. Students are expected to meet *specific deadlines* and *due dates* listed in the **Class Schedule** section of this syllabus. It is the student's responsibility to keep track of the weekly course schedule of topics, readings, activities and assignments due.
- Instructor Support:
  Students may schedule a one-on-one meeting to discuss course requirements, content or other course-related issues. Those unable to come to a Mason campus can meet with the

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instructor via telephone or web conference. Students should email the instructor to schedule a one-on-one session, including their preferred meeting method and suggested dates/times.

- Netiquette:
  The course environment is a collaborative space. Experience shows that even an innocent remark typed in the online environment can be misconstrued. Students must always re-read their responses carefully before posting them, so as others do not consider them as personal offenses. *Be positive in your approach with others and diplomatic in selecting your words*. Remember that you are not competing with classmates, but sharing information and learning from others. All faculty are similarly expected to be respectful in all communications.
- Accommodations:
  Online learners who require effective accommodations to insure accessibility must be registered with George Mason University Disability Services.

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.

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: **H**uman **K**inetics Publishers.

Masteralexis, L.P., Barr, C.A., & Hums, M. (2013) Sport Industry Readings. (C.Atwater & C. Esherick, Eds.) Burlington, MA: **J**ones and **B**artlett Learning.

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.

Assignments must be completed by the assigned date. No late work is accepted in this course; hence if a student has an <u>unexcused</u> absence for class he/she will miss the opportunity to complete the quiz. 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).

- **Assignments and/or Examinations**
  <u>Online Learning Modules and Assignments (40%) :</u>
  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.

  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 (assignments *can* be posted prior to the due date).

  <u>Online Discussion (30%)</u>
  Using the Discussion tool, answer questions related to the module topic. Discussions will run a minimum of two days. Each of you will post a response to a discussion question by 11:59pm on the due date (responses *can* be posted prior to the due date) AND then also make a minimum of two additional comments to responses made by your classmates or professor by 11:59pm on the due date (responses *can* be posted prior to the due date)

  <u>Examination 1 (15%) and 2 (15%):</u>
  Multiple choice and true/false. – All materials covered up to the day of the midterm exam will be included. Closed book. No Notes. No help. Requires you to use a webcam and Respondus Lockdown Browser. Student instructions and the LockDown Browser download link can be found in the Respondus Tools module located in the Courses tab on the myMason website.

- **Other Requirements**
  When communicating to the class, short messages will be sent to students via Remind, an app that facilitates mass communication. Students can receive and send 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 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.

Professional Dispositions

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

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

I expect you to uphold the highest ethical standards and academic integrity. This includes refraining from cheating, fabrication, and plagiarism.

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

Week	Unit	Assignments/Readings	Due Dates
Week 1 June 25 –30	**Unit 1:** Introduction to class and Pretest	*Introductions and Pretest*	Pretest due **Mon.**
Week 1 June 25 –30	What is Sport Management?	*Read Chapter 1 HK*	**Online Discussion** • Initial Post by: **Tues.** • Reply by: **Wed.** **Assignment: Sat.**
Week 1 June 25 –30	**Unit 2:** Sports Industry- Youth and High School Sports	**Assignments/Readings:** *Read Chapter 1 J & B*	**Online Discussion** • Initial Post by: **Wed.** • Reply by: **Thur.** **Assignment: Sat.**

Week 1 **June 25 –30**	**Unit 2:** Sports Industry- College Sports	**Assignments/Readings:** *Read Chapter 2 J & B*	**Online Discussion** • Initial Post by: **Thur.** • Reply by: **Fri.** **Assignment: Sat.**
Week 1 **June 25 –30**	**Unit 2:** Sports Industry- Olympic and International Sports	*Read Chapter 3 J & B*	**Online Discussion** • Initial Post by: **Fri.** • Reply by: **Sat.** **Assignment: Sat.**
Week 2 **July 1-7** No class July 3-4	**Unit 2:** Sports Industry- Professional Sports	**Assignments/Readings:** *Read Chapter 4 J & B*	**Online Discussion** • Initial Post by: **Mon.** • Reply by: **Thur.** **Assignment: Sat.**
Week 2 **July 1-7** No class July 3-4	**Unit 2:** Sport Industry- Country Club and Golf Course Management	*Read Chapter 8 J & B*	**Online Discussion** • Initial Post by: **Thur.** • Reply by: **Fri.** **Assignment: Sat.**
Week 2 **July 1-7** No class July 3-4	**Unit 8:** Sport Tourism	*Read Chapter 7 J & B*	**Online Discussion** • Initial Post by: **Fri.** • Reply by: **Sat.** **Assignment: Sat.**
Week 3 **July 8-14**		**Prepare for the Exam** **Exam**	**Exam: Tues. July 10**
Week 3 **July 8-14**	**Unit 3:** Sport Management Principles and Functions	*Read Chapter 3 HK*	**Online Discussion** • Initial Post by: **Wed.** • Reply by: **Thur.** **Assignment: Sat.**
Week 3 **July 15-21**	**Unit 4:** Leadership in Sport Organizations	*Read Chapter 4 HK*	**Online Discussion** • Initial Post by: **Thur.**

			• Reply by: **Fri.** **Assignment: Sat.**
Week 4 July 15-21	**Unit 5:** Sport Finance and Economics	*Read Chapter 10 HK*	**Online Discussion** • Initial Post by: **Mon.** • Reply by: **Tues.** **Assignment: Sat.**
Week 4 July 15-21	**Unit 6:** Sport Marketing and Media	*Read Chapter 8 and 9 HK*	**Online Discussion** • Initial Post by: **Tues.** • Reply by: **Wed.** **Assignment: Sat.**
Week 4 July 15-21	**Unit 7:** Ethical/Legal Aspects of Sport	*Read Chapter 7 HK*	**Online Discussion** • Initial Post by: **Wed.** • Reply by: **Thurs.** **Assignment: Sat.**
Week 5 July 22-27	**Unit 7:** Ethical/Legal Aspects of Sport		**Online Discussion** • Initial Post by: **Mon.** • Reply by: **Tues.** **Assignment: Wed.**
Week 5 July 22-27	**Unit 9:** Sport Sociology		**Online Discussion** • Initial Post by: **Tues.** • Reply by: **Wed.** **Assignment: Wed.**
Week 5 July 22-27		**Prepare for the Exam** **Exam** **Complete Course Evaluation**	**Exam: Fri., July 27**

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 https://catalog.gmu.edu/policies/honor-code-system/).

- 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

- 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/ .