

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

SPMT 201 002 – Introduction to Sport Management
3 Credits, Spring 2018
August 27, 2018 – December 19, 2018
1:30 pm - 2:45 pm MW Music/Theater Building 1002
MyMason: Blackboard Learning Management system (LMS)

Faculty

Name: Dr. Jacqueline McDowell
Office Hours: By appointment
Office Location: 4400 University Drive, MS4D2 | 1602 Thompson Hall
Office Phone: (703) 993-7088
Email Address: jmcadowe7@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 in an in-person synchronous format and online 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 August 27, 2018, 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 the online portion of 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

- 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.
- 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 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: 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.

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 unexcused 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). 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**

- In-class and Online Learning Assignments and Journals (50%):

- Students are required to work through online learning modules and complete assignments (in-class and online) demonstrating comprehension of the information presented in class, in the text and in the online modules. Assignments consist of short answer, multiple choice, true/false, or fill in the blank questions.

Each learning module requires four activities: (1) read the assigned chapters, (2) review the learning module, (3) complete an assignment and (4) submit a journal entry to assess understanding of chapter and module content (assignments *can* be posted prior to the due date).

Online Discussions (20%)

Using the Discussion tool, answer questions related to the module topic. 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 make a minimum of two additional comments to responses made by your classmates or professor throughout the week.

Examination 1 (15%) and 2 (15%):

Multiple choice, true/false and short answer. – All materials covered up to the day of the midterm exam will be included. Closed book. No Notes. No help.

- **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.

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.

- **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.

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

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.

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

Week	Unit	Learning Tasks	Important Dates
Week 1 Aug. 27/29	Introduction to class and Pretest	Introductions and Pretest	
Week 2 Sept. 3/5	What is Sport Management?	Read Chapter 1 HK	Labor Day, university closed, September 3 SRT – Mason Day Nats Game September 7 th
Week 3 Sept. 10/12	Sports Industry- Youth and High School Sports	Read Chapter 1 J & B*	
Week 4 Sept. 17/19	Sports Industry- College Sports	Read Chapter 2 J & B*	Sports Forward Summit 2018 Monday, September 17, 2018
Week 5 Sept. 24/26	Sports Industry- Olympic and International Sports	Read Chapter 3 J & B*	
Week 6 Oct. 1/3	Sports Industry- Professional Sports	Read Chapter 4 J & B*	
Week 7 9/10	Sport Industry- Country Club and Golf Course Management	Read Chapter 8 J & B*	Fall Break, Oct. 8 (Monday classes/labs meet Tuesday. Tuesday classes do not meet this week)
Week 8 15/17	Sport Tourism	Read Chapter 7 J & B Exam	
Week 9 22/24	Sport Management Principles and Functions	Read Chapter 3 HK*	
Week 10 29/31	Leadership in Sport Organizations	Read Chapter 4 HK*	NASSS Conference October 31- November 3rd, Vancouver, BC, Canada
Week 11 5/7	Sport Marketing and Media	Read Chapter 8 and 9 HK*	
Week 12 12/14	Sport Economics	Read Chapter 10 HK*	
Week 13 19/21	Sport Finance	Read Chapter 11 HK	Thanksgiving recess, Nov. 21 – 25
Week 14 26/28	Ethical/Legal Issues in Sport	Read Chapter 7 HK*	
Week 15 3/5	Sport Sociology	Complete Course Evaluation	

Week 16 10/12		Exam: Wed. 12/12 1:30 pm – 4:15 pm	Reading Days, Dec. 10 – 11
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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/> .

