

**GEORGE MASON UNIVERSITY**  
**College of Education and Human Development**  
*School of Sport, Recreation and Tourism Management*  
**SPMT 201 Introduction to Sport Management (3)**  
*Spring 2020*

<b>DAY/TIME:</b>	TR 9:00-10:15 am	<b>LOCATION:</b>	Hanover Hall LL003
<b>PROFESSOR</b>	Craig Esherick	<b>EMAIL ADDRESS</b>	cesheric@gmu.edu
<b>OFFICE LOCATION:</b>	Krug 213D	<b>PHONE NUMBER:</b>	703-993-9922
<b>OFFICE HOURS:</b>	<i>M/W 10-2:00pm and T/R 12:30-2:30pm (or) By appointment</i>	<b>FAX NUMBER:</b>	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.
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*.

### **CLASS ATTENDANCE**

It enhances your academic success to be in class; therefore, you should attend ALL scheduled class meetings. Students are expected to attend the class periods of the courses for which they register and attend those classes **on time**. In-class participation is important not only to the individual student, but to the class as a whole. Because class participation is a factor in grading, instructors may use absence, tardiness, or early departure as de facto evidence of nonparticipation. Texting in class is **NOT** acceptable behavior; neither is falling asleep. 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.

## **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, they are 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. a 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. You are strongly encouraged to hand assignments in on time.

## **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, honor, attendance, or participation expectations will result in a '0' for the associated evaluation.

## **NATURE OF COURSE DELIVERY**

Face to face; one or two classes over the course of the semester might be conducted online.

## **REQUIRED READINGS**

Sixth Edition: *Principles and Practice of Sport Management*  
Lisa P. Masteralexis, JD; Carol A. Barr, PhD; Mary Hums, PhD  
Jones and Bartlett Publishing Burlington, MA (2019)  
ISBN: 9781284142136

## **EVALUATION**

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

## **GRADING SCALE**

A+	98-100	B+	88-89	C+	78-79				
A	94-97	B	84-87	C	74-77	D	60-69	F	Under 60
A-	90-93	B-	80-83	C-	70-73				

<b>REQUIREMENTS</b>	<b>% of Grade</b>
<p><b>Attendance, Assignments and Participation:</b> Students are expected to attend class regularly and participate in active discussions and lectures. Assignments must be typed and evidence a minimum standard of college work.</p>	15%
<p><b>Midterm Examination:</b> Multiple choice, true/false, matching, definition, essay and fill in the blank – All materials covered up to the day of the midterm exam will be included.</p>	25%
<p><b>Final Examination:</b> Multiple choice, true/false, matching, definitions, 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 midterm to the final exam coverage.</p>	35%
<p><b>Interview Project:</b> Students are required to develop an interview protocol and conduct a 15-30 minute interview with an individual <i>employed</i> in the <b>sport industry</b>. Students provide a college level paper with a title page, an introduction, a question and answer section and summary/opinion/conclusion to satisfy the written portion of the assignment. Students also give an oral presentation of approximately 5 minutes describing who they interviewed and what they learned in the interview during the last three days of class.</p>	25%
<b>Total</b>	<b>100%</b>

### PROFESSIONAL BEHAVIOR

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

### TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS AND ASSIGNMENTS DUE
T	January	21	Introduction to class and the sports industry; expectations for semester, how you are evaluated	Syllabus; Blackboard
R		23	History of Sport Management	Chapter 1
T		28	Management Principles	Chapter 2
R		30	Marketing Principles	Chapter 3
T	February	4	Finance and Economics	Chapter 4
R		6	Legal Principles	Chapter 5
T		11	Ethical Principles	Chapter 6
R		13	High School and Youth Sport	Chapter 7
T		18	Collegiate Sport	Chapter 8
R		20	International Sport	Chapter 9
<b>M</b>		<b>24</b>	<b>Career Social Center for the Arts</b>	
T		25	Professional Sport	Chapter 10

DATE			TOPIC	READINGS AND ASSIGNMENTS DUE
R		27	Sports Agency	Chapter 11
T	March	3	<i>Guest Speaker and Review</i>	Start review of notes and power points
R	March	5	<b>MIDTERM EXAM Part I Scantron Part II Short Answer and Essay</b>	
T		10	<i>Spring Break-No Class</i>	Read ahead
R		12	<i>Spring Break-No Class</i>	Read ahead
T		17	Review exam Lecture on sport and sociology	Power point
R		19	Facility Management	Chapter 12
T		24	Event Management	Chapter 13
R		26	Sport Sales	Chapter 14
M		30	<b>Communications Panel 4:30-7:00pm</b>	<b>Johnson Center</b>
T		31	Sport Sponsorship	Chapter 15
R	April	2	Sport Analytics	Chapter 16
T		7	Sport Broadcasting	Chapter 17
R		9	The Sporting Goods and Licensed Products Industries	Chapter 18
T		14	Sports Tourism	Power Point
R		16	Golf Club Management/Golf, Tennis Industry	Chapter 19
T		21	Careers in Sport Management	Chapter 20
R		23	Sport Diplomacy and Sport for Development	Power Point
T		28	Oral Presentations Day #1	<b>Attendance Mandatory</b>
R		30	Oral Presentations Day #2 Interview Project due <i>via email to Professor Esherick 11:59pm</i>	<b>Attendance Mandatory</b>
	May	4/5	<i>Classes End---Reading Days---Exam Period</i>	
R		7	<b>FINAL EXAM (7:30-10:15am) Classroom</b>	<b>Selected first half content/ALL second half course content</b>

*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/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*

- Support for submission of assignments to Tk20 should be directed to [tk20help@gmu.edu](mailto: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, School of Recreation, Health, and Tourism, please visit our website [See <http://rht.gmu.edu>].
- *Notice of mandatory reporting of sexual assault, interpersonal violence, and stalking:* As a faculty member, I am designated as a “Responsible Employee,” and must report all disclosures of sexual assault, interpersonal violence, and stalking to Mason’s Title IX Coordinator per University Policy 1202. If you wish to speak with someone confidentially, please contact one of Mason’s confidential resources, such as Student Support and Advocacy Center (SSAC) at 703-380-1434 or Counseling and Psychological Services (CAPS) at 703-993-2380. You may also seek assistance from Mason’s Title IX Coordinator by calling 703-993-8730, or emailing [titleix@gmu.edu](mailto:titleix@gmu.edu).

## CORE VALUES COMMITMENT

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