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

SPMT 201 DL1 – Introduction to Sport Management
3 Credits, Fall 2020
August 24, 2020 to December 16, 2020
Accessed via MyMason: Blackboard Learning Management system (LMS)

Instructor Name
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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 August 24, 2020, 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 Monday, and finish on Friday.
- 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 3 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

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.
6. Appreciate current research 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

Masteralexis, L. P., Barr, C. A., & Hums, M.A. (2019). *Principles and Practice of Sport Management, 6th edition*. Burlington, MA: Jones & Bartlett Learning, LLC

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).

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. 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**

This course is organized into 14 learning modules. Each learning module requires three activities: (1) a peer discussion, (2) a self-reflection journal, and (3) a chapter quiz. Students will also take two exams in this course.

Online Learning Quizzes (20%):
Students are required to listen to video lectures and complete quizzes demonstrating comprehension of the materials contained in the textbook.

Online Self-Reflection Journals (25%):
Students are required to complete weekly journals that have them reflect on their interests, skills, values, strengths and career aspirations.

Online Discussion (25%)
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 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.

- **Grading**

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

Percent	Grade
94-100%	A
90-93%	A-
88-89%	B+
84-87%	B
80-83%	B-
78-79%	C+
74-77%	C
70-73%	C-
60-69%	D
0-59%	F

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

Module	Unit	Chapter Readings	Due Dates

Module 1
 	
(Aug. 24 – 30)
	Introduction to class, History of Sport Management and Pretest	*Introductions, Pretest, Read Chapter 1*	**Pretest due Tues. by 11:59pm**
			Online Discussion
			  o Initial Post by: Tuesday
			  o Replies by: Friday
			
			Journal: Sunday
			Lecture Quiz: Sunday

Module 2
 	
(Aug. 31 Sept. – 6)
	Sports Industry- Youth and High School Sports	*Read Chapter 7*	**Online Discussion**
			  o Initial Post by: Tuesday
			  o Replies by: Friday
			Journal: Sunday
			Lecture Quiz: Sunday

Labor Day: University Closed Mon. Sept 7		

Module 3
 	
(Sept. 7 – 13)
	Sports Industry- Collegiate Sports	*Read Chapter 8*	**Online Discussion**
			  o Initial Post by: Tuesday
			  o Replies by: Friday
			Journal: Sunday
			Lecture Quiz: Sunday

Module 4
 	
(Sept. 14 – 20)
	Sports Industry- Olympic and International Sports	*Read Chapter 9*	**Online Discussion**
			  o Initial Post by: Tuesday
			  o Replies by: Friday
			Journal: Sunday
			Lecture Quiz: Sunday

Module 5
 	
(Sept. 21 - 27)
	Sports Industry- Professional Sports	*Read Chapter 10*	**Online Discussion**
			  o Initial Post by: Tuesday
			  o Replies by: Friday
			Journal: Sunday
			Lecture Quiz: Sunday

Module 6
 	
(Sept. 28 - Oct. 4)
	Sport Industry- Sports Agency	*Read Chapter 11*	**Online Discussion**
			  o Initial Post by: Tuesday
			  o Replies by: Friday
			Journal: Sunday
			Lecture Quiz: Sunday

Module 7
 	
(Oct. 5 – 11)
	Sport Industry- Recreation and Golf Club Management
	
	Prepare for the Exam
		Read Chapter 19
		
		Midterm Exam 10/09/2019
			Online Discussion
			  o Initial Post by: Tuesday
			  o Replies by: Sunday
			Journal: Sunday
			Lecture Quiz: Wednesday

Last revised August, 2019

			Exam opened Friday from 12:01am to 11:59pm
Fall Break (Classes Do Not Meet) Mon. Oct 12

Module 8
 	
(Oct. 13 – 18)
	Management Principles Applied to Sport Management	*Read Chapter 2*	**Online Discussion**
			  o Initial Post by: Tuesday
			  o Replies by: Friday
			Journal: Sunday
			Lecture Quiz: Sunday

Module 9
 	
(Oct. 19 – 25)
	Marketing Principles Applied to Sport Management	*Read Chapter 3*	**Online Discussion**
			  o Initial Post by: Tuesday
			  o Replies by: Friday
			Journal: Sunday
			Lecture Quiz: Sunday

Module 10
 	
(Oct. 26 Nov. 1)
	Financial and Economic Principles Applied to Sport Management	*Read Chapter 4*	**Online Discussion**
			  o Initial Post by: Tuesday
			  o Replies by: Friday
			Journal: Sunday
			Lecture Quiz: Sunday

Module 11
 	
(Nov. 2 Nov. 8)
	Legal and Ethical Principles Applied to Sport Management	*Read Chapters 5 and 6*	**Online Discussion**
			  o Initial Post by: Tuesday
			  o Replies by: Friday
			Journal: Sunday
			Lecture Quiz: Sunday

Module 12
 	
(Nov. 9 Nov. 15)
	Sport Analytics	*Read Chapter 16*	**Online Discussion**
			  o Initial Post by: Tuesday
			  o Replies by: Friday
			Journal: Sunday
			Lecture Quiz: Sunday

Module 13
 	
(Nov. 16 - Nov. 22)
	Sport Broadcasting	*Read Chapter 17*	**Online Discussion**
			  o Initial Post by: Tuesday
			  o Replies by: Friday
			Journal: Sunday
			Lecture Quiz: Sunday

Thanksgiving Recess: No Classes Wed. Nov 25 - Sun. Nov 29

Module 14
 	
(Nov. 30 - Dec. 5)
	Strategies for Career Success	*Read Chapter 20*	**Online Discussion**
			  o Initial Post by: Tuesday
			  o Replies by: Friday
			Journal: Saturday
			Lecture Quiz: Saturday

Last Day of Class--Sat. Dec 5

	Exam period begins on 12/9/2020 and ends 12/16/2020.
Final Exam **Dec. 9**	Complete Course Evaluation **Exam opened Wednesday from 12:01am to 11:59pm**

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.

- Religious Holidays -A list of religious holidays is available on the University Life Calendar page (http://ulife.gmu.edu/calendar/religious-holiday-calendar/). Any student whose religious observance conflicts with a scheduled course activity must contact the Instructor at least 2 weeks in advance of the conflict date in order to make alternative arrangements.

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

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.

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