

GEORGE MASON UNIVERSITY
College of Education and Human Development
School of Sport, Recreation and Tourism Management
SPMT 201 Introduction to Sport Management (3)
Fall 2021

DAY/TIME:	T 10:30-11:45 am	LOCATION:	Horizon Hall 4008
PROFESSOR	Craig Esheric	EMAIL ADDRESS	cesheric@gmu.edu
OFFICE LOCATION:	Krug 213D	PHONE NUMBER:	703-993-9922
OFFICE HOURS:	<i>W 10-2pm; R 10-2pm</i> <i>By appointment</i>	FAX NUMBER:	703-993-9707

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. Appreciate current research in sport management.

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 on Tuesday at 10:30am in Horizon Hall/Fairfax Campus; second half of class conducted online each week in an asynchronous fashion [*Hybrid format*]

You will log in to the Blackboard course site using your Mason email name (everything before "@masonlive.gmu.edu") and email password. The course site is available now.

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). To get a list of Blackboard's supported browsers see:

https://help.blackboard.com/Learn/Student/Getting_Started/Browser_Support#supported-browsers

To get a list of supported operation systems on different devices see:

https://help.blackboard.com/Learn/Student/Getting_Started/Browser_Support#tested-devices-and-operating-systems

- 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:

- o Adobe Acrobat Reader: <https://get.adobe.com/reader/>

- o Windows Media Player:

<https://windows.microsoft.com/en-us/windows/downloads/windows-media-player/>

- o Apple Quick Time Player: www.apple.com/quicktime/download/

Expectations

- Course Week: *Our week will start on Tuesday morning **IN PERSON at 10:30am** and finish on Monday night at 11:59pm.*
- 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 four 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 [in person and online].
- 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 one-on-one meetings to discuss course requirements, content or other course-related issues. Students can meet with the instructor in person, 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 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 in class and online, 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.

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 for each assignment, test and the interview project; your grade will be calculated by using the formula explained under requirements.

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						

REQUIREMENTS	% of Grade
<p>Attendance, Assignments and Participation: Students are expected to attend class regularly and participate, in person and online, in active discussions and lectures. Assignments must be typed and evidence a minimum standard of college work.</p>	15%
<p>Midterm Examination: 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>Final Examination: 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>Interview Project: Students are required to develop an interview protocol and conduct a 15-30 minute interview with an individual <i>employed</i> in the sport industry. 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 two days of in person class.</p>	25%
Total	100%

PROFESSIONAL BEHAVIOR

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

TENTATIVE COURSE SCHEDULE

DATE			TOPIC	READINGS AND ASSIGNMENTS DUE
T	August	24	Introduction to class and the sports industry; expectations for semester, how you are evaluated	Syllabus; Blackboard
			History of Sport Management	Chapter 1
T		31	Management Principles	Chapter 2
	September		Marketing Principles	Chapter 3
T		7	Finance and Economics	Chapter 4
			Legal Principles	Chapter 5
T		14	Ethical Principles	Chapter 6
			High School and Youth Sport	Chapter 7
T		21	Collegiate Sport	Chapter 8
			International Sport	Chapter 9
T		28	Professional Sport	Chapter 10
			Sports Agency	Chapter 11

DATE			TOPIC	READINGS AND ASSIGNMENTS DUE
T	October	5	MIDTERM EXAM Part I Scantron Part II Short Answer and Essay	
			Lecture on sport and sociology	Power point
T		12	Facility Management Monday classes meet—NO CLASS TODAY	Chapter 12
			Event Management	Chapter 13
T		19	Sport Sales	Chapter 14
			Sport Sponsorship	Chapter 15
T		26	Sport Analytics	Chapter 16
			Sport Broadcasting	Chapter 17
T	November	2	The Sporting Goods and Licensed Products Industries <i>{Election Day}</i>	Chapter 18
			Sports Tourism	Power Point
T		9	Golf Club Management/Golf, Tennis Industry	Chapter 19
			Careers in Sport Management	Chapter 20
T		16	Sport Diplomacy and Sport for Development	Power Point
			Final Exam mini-review/Paper assignment review	
T		23	Oral Presentations Day #1 Interview Project	Attendance Mandatory
T		30	Oral Presentations Day #2 Interview Project	Attendance Mandatory
			Final Exam review rest of week	<i>Paper Due Dec. 4th</i>
R		14	FINAL EXAM (10:30am-1:15pm) Classroom	Selected first half content/ALL second half course content

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://ds.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

- Questions, or regarding use of Blackboard should be directed to: <https://its.gmu.edu/knowledge-base/blackboard-instructional-technology-support-for-students/>
- For information on student support resources on campus, see <https://ctfe.gmu.edu/teaching/student-support-resources-on-campus>
- For additional information on the School of Sport, Recreation, and Tourism Management, please visit our website [See <http://srtm.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.

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.

