

GEORGE MASON UNIVERSITY
School of Sport, Recreation and Tourism Management
College of Education and Human Development
SPMT 100- **Current Events in Sport Business (1)**

DAY/TIME:

Asynchronous

PROFESSOR: Craig

Esherick

OFFICE LOCATION:

Krug Hall 213D

OFFICE HOURS: By

appointment

LOCATION:

Online

EMAIL

ADDRESS:

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NUMBER: (703)

993-9922

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NUMBER:(703)

993-9707

PREREQUISITES

None

COURSE DESCRIPTION

This course will engage students in a discussion about recent developments in the sport industry, using the Sport Business Journal or other sources to stimulate the discussion as well as provide the student with current information about this rapidly changing industry. There will be two field trips conducted as part of this class.

COURSE OBJECTIVES

At the conclusion of this course, students should be able to:

- 1) Outline the major aspects of the sport industry
- 2) Summarize some of the issues confronted by sport managers in the various segments of the industry
- 3) Identify the role that marketing and sales play in different parts of the industry
- 4) Describe and analyze a few of the major professional sports leagues in the United States
- 5) Evaluate some of the many job opportunities available in sport business

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 in APA format (computer word processing is recommended).
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.

CLASS ATTENDANCE

The class will be conducted online in an asynchronous format. There might be a few Blackboard Collaborate meetings over the course of the class meetings.

PARTICIPATION

Respect the free exchange of thought in an academic environment and the participants therein. 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. 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

This course will be delivered online via Blackboard. There will be modules that detail the coursework for a given week. Students will be expected to read the assignments each week, watch short lecture videos, answer questions about the lecture/reading, and participate in discussion boards. To log in to the Blackboard course site, students will use their Mason email name (everything before @masonlive.gmu.edu) and email password.

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:
 - o Adobe Acrobat Reader: <https://get.adobe.com/reader/>
 - o Windows Media Player: <https://support.microsoft.com/en-us/help/14209/get-windows-media-player>
 - o 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 Sunday.

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.

REQUIRED READINGS

Students will read articles and watch lectures assigned by the instructor.

EVALUATION

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

REQUIREMENTS	% of Grade
<p>Attendance, Assignments and Participation: Students are expected to check email regularly, review PPT's and participate in active discussions and online lectures. Assignments must be typed and evidence a minimum standard of work. The reading assignments in this class are important to this course.</p>	70%
<p>Final Essay: Students will select a topic of their choosing and write a three-page essay. The subject matter will be generated by the weekly reading assignments and each student will select the topic by the end of the seventh week of class. The instructor will have final approval of the topic. The essay will be evaluated based on creativity, writing ability and knowledge of the subject matter as demonstrated in the essay.</p>	30%
Total	100%

GRADING SCALE

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	

TENTATIVE COURSE SCHEDULE

DATE		TOPIC	READINGS AND ASSIGNMENTS DUE
	Week One	Introduction to the class, review the syllabus, the reading assignments, panel discussion and evaluation Panel discussion-watch under course content	One-page description of the 'sport industry' in your own words
	Week Two	Discussion of readings, short lecture on the professional sport industry	Articles I/Discussion board
	Week Three	Discussion of this week's readings, short lecture on the college sport industry	Articles II/paper
	Week Four	Discussion of this week's readings, short lecture on Olympic sports	Articles III/Discussion board
	Week Five	Discussion of this week's readings, short lecture on gambling, sports books and new businesses	Articles IV/Paper
	Week Six	Discussion of this week's readings, short lecture on the golf segment of the sport industry	Articles V/Discussion board
	Week Seven	Class/field trip held in Hub 1: Esports and Mason Club	Articles VI/Paper
	Week Eight	Discussion of this week's readings, short lecture on ticket sales and dynamic pricing	Articles VII/Discussion board
	Week Nine	Class/field trip held at local youth sport club, discussion of readings and then short lecture on youth sports in the US	Articles VIII/Discussion board
	Week Ten	Overview of first nine weeks, discussion of readings, review final essay assignment	SBJ IX

PROFESSIONAL BEHAVIOR

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

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.

GMU Policies and Resources for Students

Policies

- Students must adhere to the guidelines of the Mason Honor Code (see <https://oai.gmu.edu/mason-honor-code/>).
 - 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

- Support for submission of assignments to Tk20 should be directed to 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>
 - 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/> .

