2013

SPMG 622 Sport Administration: Human Resources

Ernie Florkowski
florkowskie@xavier.edu

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SPMG 622 - Sport Administration-Human Resources  
3 Credit Hours  
Thursday 7:00pm - 9:30 p.m.  
Armory 3 Fall 2013  

Adjunct Professor: Ernie Florkowski  
E-mail: florkowskie@xavier.edu  
Phone: 513.623.6371 (c)  

Office Hours: By appointment only  

Xavier Sport Administration Masters Degree Program

The Masters of Education in Sport Administration will prepare you for a career within the expanding sport industry. The program combines the academic strength of a Xavier education with the opportunities of the Cincinnati-area sport industry. You will study areas of sport management, sport marketing, sport finance, personnel and legal issues, and NCAA rules and regulations. The program will develop your leadership skills and prepare you for success in one of today’s fastest growing industries.

COURSE PURPOSES AND OBJECTIVES

This course is designed to give students a solid foundation for applying the concepts and theories of HR in a sports context. By the end of this course, students will:

- Be acquainted with the role of HR in sports business
- Develop an understanding of the strategic role of HR in sports and business firms
- Develop an ability to make strategic HR decisions

COURSE DESCRIPTION

The course is designed to offer insight into the evolution of the field of Human Resources. Job analysis, job description, recruitment, employee selection and retention, EEOC and affirmative action, staff morale and development, leadership and organizational culture, job performance/evaluation and mentoring.

The class format will include discussion, student presentations and group projects. Students will not take tests or quizzes. A complete a sports experience audit, strategic marketing plan, a sponsorship presentation and other projects will be assigned for grades.

COURSE REQUIREMENTS

Attendance/Participation - Attendance and punctuality are essential and expected. It is the student’s responsibility to notify the instructor when he or she will be absent or tardy. The student is responsible for material covered when absent and to make arrangements to make up any missed assignments. Students are also expected to interact professionally during class discussions and presentations, and contribute to the learning environment with insight, comments, questions, and feedback. There is to be no texting or cell phone usage during class. If you have an emergency and needed to take a call, please step outside the class room to take it. Laptops are not to be open unless it is class specific.

Late Assignments/Incompletes - Turning in assignments late and/or requesting an incomplete grade will not be granted without prior approval from the instructor.
GRADING:

Grade weights:

a. Class attendance/participation/discussion 25%
b. Homework Assignments/Case Studies 25%
c. Individual Project 50%

TOTAL 100%

COURSE CONTENT

Classes Attendance: Lectures and discussions are intended to reinforce text and other readings. Active participation in class projects, discussions, and group assignments is expected of all students. Students are encouraged to ask questions, actively participate in discussions. Attendance is a factor in determining your grade. I would prefer you miss no classes, however if you have to miss, I expect advanced notice.

Assignments: All assignments are due at the beginning of class and should be typed and presented in a professional manner.

Individual Project (1): Students will be required to come up with a strategic HR Discretionary Benefit plan for your place of employment. Students will then develop a benefit plan to address the specific needs of their organization. The project will need to be presented to the class for critique. (35 min. presentation)
COURSE MATERIALS:

Required Text

Other materials to be provided by the professor via email or blackboard.

PROJECTED CLASS SCHEDULE
(Subject to change)

**Assignments for class are to be completed before the start of that night’s class.

I. August 29, 2013: “OPENING DAY”- CLASS/TEXT OVERVIEW

Class Agenda:
A. Introduction to course and syllabus
B. Ice Breaker

II. September 5, 2013: Discretionary Benefits Lecture- Individual Project

III. September 12, 2013: Resume Review / Job Posting

IV. September 19, 2013: Job Posting / Interview and Selection

V. September 26, 2013: Interviewing Skills

VI. October 3, 2013: Ah yes... Unions Love ‘em or hate ‘em they are here - Labor Relations 101

VII. October 10, 2013: Compensation... What... you want to be paid for this?

VIII. October 17, 2013: Performance Evals

IX. October 24, 2013: Presentations

X. October 31, 2013: Presentations

XI. November 7, 2013: Presentations

XII. November 14, 2013: Presentations

XIII. November 21, 2013: Case Study-L.L. Bean

XIV. November 28, 2013: NO CLASS THANKSGIVING
XV. December 5, 2013: Case Study Discussion-Unliever

XVI. December 12, 2013: Case Study Discussion- Why We Hate HR?

XVII. December 19, 2013: Finals Week
Plan Assessment / Rollout

SPMG 622

Outline

1. Executive Summary

2. Situational Review of Environmental Factors
   a. Internal Environment
      i. Organization Background
      ii. Products
   b. SWOT Analysis (strengths/weakness/opportunities/threat)

As you approach your S.W.O.T. Analysis, consider the following questions.

- **Strengths:** What advantages does your company/product have that no one else has? What makes you most unique? Focus on those things that make your offer most compelling to a prospect or customer.

- **Weaknesses:** Where can you improve? Where have you made mistakes in the past? What do you not have that other companies/products in your industry have? Focus on those things that most detract from your offer.

- **Opportunities:** What trends lend to your strengths? What is the potential “expansion” potential over time? Opportunities are external factors that represent why your company exists or should/can growth.

- **Threats:** What challenges do you face? What are your competitors doing? What is the overall competitive landscape? Threats are external forces that could impact your success, such as competition, operational capacity, cost of goods increases, etc.

3. The New Benefit

4. Benefit Rollout Strategy
   a. Target Employees
   b. Cost (Employer/Employee)
   c. Promotion
   d. Distribution

5. Timeline of Events
XAVIER UNIVERSITY
College of Social Sciences
SPORT ADMINISTRATION

SPMG 622 – Personnel Issues in Sport
Thursday 7:00 - 9:30 p.m.
Fall 2013

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Statement of Understanding

I, ________________________________, have read and understand the course objectives, course description, grading system and attendance policy outlined in the syllabus above for course SPMG 622, Fall 2013. I understand that my failure to meet academic requirements for this course will affect my academic grade at the conclusion of the semester.

By signing this, I am stating that I understand and will comply with the policies and procedures of this course.

_____________________________________________
Printed Name

_____________________________________________
Signature

_____________________________________________
Date