2016

SPMG 110-01 Introduction to Sports Management

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Course Title: SPMG 110-01 Introduction to Sports Management

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Instructor Information:
Office: 513.745.3640
Office: Joseph Bldg., 3rd Floor
Office Hours: Wednesdays from 10:00 a.m. – 1:00 p.m.

Course Meets: Tuesdays & Thursdays from 10:00 a.m. – 11:15 a.m. in Schmidt Fieldhouse 2

Required Texts:
Pedersen & Thibault; editors; Contemporary Sport Management, 5th Edition
*** Strongly Recommended: The Sport Business Journal. Student subscriptions are available @
http://www.sportsbusinessjournal.com/index.cfm
JOIN: Yahoo Sports Management Group. Email Dr. Olberding at:
olberdin@xavier.edu

Course Description: The course is designed to introduce students to the sport industry and the business of sport. The course places an emphasis on effective written and oral communication, the management and organizational structure of sport organizations as well as exploring career options in the sport industry.

Please note that announcements will be placed in Canvas and any emails will be sent to your Xavier email account. Be sure these are operating properly to receive all the information in the class. If you are having problems, please see the HELP desk in the library or call HELP on campus or 745.HELP off campus.

This course addresses Learning Outcome #2 for the B.S. in Sport Management & Sport Marketing: Demonstrate knowledge of the concepts of management and leadership and describe the various skills, roles, and functions of the sport manager.

Sport Management, B.S. Learning Outcomes
Students earning a B.S. in Sport Management will be able to:

1. Explain the cultural traditions, social values, and psycho-social experiences related to sport.
2. Demonstrate knowledge of the concepts of management and leadership and describe the various skills, roles, and functions of sport managers.
3. Explain concepts of morality and theories of ethics as they apply to sport.
4. Apply fundamental marketing concepts to the sport industry, understand the uniqueness of the sport product, and the unique aspects of sport consumer and sport product markets.
5. Apply and evaluate principles of interpersonal communication, mass communications, and public relations, particularly as they are related to sport organizations.
6. Explain the importance of budget and finance to sport-related industries and evaluate micro- and macro-economic principles as they related to the sport industry.
7. Explain legal concepts within the sport workplace, understand basic risk management issues applied to the conduct of sport, and evaluate the role of sport governing bodies including their authority, organizational structure, and functions.

**Sport Marketing, B.S. Learning Outcomes**

Students earning a B.S. in Sport Marketing will be able to:

1. Explain the cultural traditions, social values, and psycho-social experiences related to sport.
2. Demonstrate knowledge of the concepts of management and leadership and describe the various skills, roles, and functions of sport managers.
3. Explain concepts of morality and theories of ethics as they apply to sport.
4. Apply fundamental marketing concepts to the sport industry. In addition, they will be able to:
   1) define sport marketing
   2) explain the unique aspects of sport marketing
   3) identify the sport marketing mix
   4) explain the marketing planning process
   5) distinguish between market segments and target markets
   6) explain sport consumer behavior
5. Apply and evaluate principles of interpersonal communication, mass communications, and public relations, particularly as they are related to sport organizations.
6. Explain the importance of budget and finance to sport-related industries and evaluate micro- and macro-economic principles as they related to the sport industry.
7. Explain legal concepts within the sport workplace, understand basic risk management issues applied to the conduct of sport, and evaluate the role of sport governing bodies.

**Specific Course Objectives:**

1) The student will be able to demonstrate knowledge of the functions and roles of a sport manager. (Exams)
2) The student will be able to explain the scope of the sport industry, sport careers, and career paths. (Chapter Readings & Career Planning Paper)
3) The student will be able to assess the importance of organizational structure and climate, strategic planning, decision-making, and managing change and conflict within sport organizations. (Exams)
4) The student will be able to identify significant issues confronting the field of sport management. (Presentation)
5) The student will be able to begin a critical thinking process regarding his or her own skills, values, and ethical decision-making in the profession of sport management. (Interview)

**Teaching Methodology (Learning Strategies):**

This course will utilize a combination of lectures, group discussions and projects, presentations, and guest speakers.
No lecture Power Point slides will be handed out or posted on Blackboard. It is expected that you will be in class and taking notes. In the event that you are unable to attend class, it is highly recommended that you choose a classmate(s) and exchange contact information. You can then get notes or handouts for any missed information or notes from class.

**Assessment Methods**
Assessment methods include: chapter quizzes, exams, career planning paper, group presentations, interview background and questions, interview reflection and presentation, classroom participation and discussion.

1. **Career Planning Paper:**
Each student will briefly describe where you think you will be in 1 year, 5 years, and 10 years in your career. Include the steps you plan to take, (what you will major/minor in, classes you plan to take, internship and volunteer opportunities, etcetera), in order to accomplish your career objections. The purpose of this project is for students to identify career options and interests, and to show the ability to be organized and begin research on the sport industry. (50 points)

2. **Interview Background and Questions:**
Each student will conduct a formal interview, (developing at least 10 questions), with a professional who works in a sport management setting. It is highly recommended that this is NOT a person you already know, instead opting to interview a professional who is in a career you might like or are interested in finding more information about it. Questions should relate to the duties, tasks, education, and competencies required of the professional's position. You need to include a brief description and biography of the person interviewed, (where they are from originally, the school(s) they attended, what they majored/minored in, the year they graduated, past positions they have held, the name of the organization they currently work for, and their current title and responsibilities). Lastly, you will need to include the answers to the interview questions you asked. (50 points)

3. **Interview Reflection and Presentation**
Each student will develop a written summary of what they learned based on the answers provided during the interview and present an oral summary or observational reflection of the interview to the class. Each written summary should be approximately 2 pages in length and the presentation should last approximately 15 minutes. (50 points)

4. **Group Presentation:**
Objective: To successfully manage a specific sport-related issue and to develop strategies to solve sport management issues of the 21st century. The group topic must be approved by the instructor. Some examples of these topics include but are not limited to:

Mercenary athletes, (athletes who obtain residence in another country to compete in the Olympics), recruiting in high school athletics, academic fraud and the NCAA, crowd and athlete security, paying college athletes, coaching education preparation, ethics of sport agents and college athletes, student-athletes and hazing controversies, risk management, emergency situations in facilities or personnel crises, legacy issues, sustainability, etc.
The presentation should be approximately 30 minutes and include the following elements: A power point presentation including the history or background and overview of the topic, why the issue or topic is important to sport managers, possible solutions for the problem, discussion questions for the class, (approximately 3), and resources/references and any other pertinent information regarding your topic. All students are expected to participate equally in the development of the presentation, (and each group will also submit an evaluation describing each of their contributions) and the contributions of their fellow groupmates. Finally, you will submit an electronic version of the presentation via Canvas.

(50 points)

5. Chapter Quizzes:
There will be a quiz given at the beginning of each class session in order to gauge your level of understanding of each chapter. Your overall quiz grade will be worth 10% of your final grade.

(50 points)

6. Classroom Participation & Attendance:
Participation in discussions, (and daily attendance), by all students will be an important determinant of the quality of this course. Please come to class on time and prepared to discuss the assigned chapter(s) for any given session.

(50 points)

7. Midterm Exam:
There will be a midterm exam covering chapters 1-10.

(100 points)

8. Final Exam:
There will be a final exam covering chapters 11-20.

(100 points)

All emails to professor must be sent through the student’s Xavier account. No other servers, (such as Hotmail, Zoomtown, AOL, yahoo, Gmail) may be used.

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<th>Assignment</th>
<th>Points</th>
<th>Due Dates</th>
<th>Notes</th>
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<tbody>
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<td>Career Planning Paper</td>
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<td>Feb. 11</td>
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<tr>
<td>Midterm Exam</td>
<td>100</td>
<td>Feb. 23</td>
<td>Chapters 1-10</td>
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<tr>
<td>Group Presentation</td>
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<td>Mar. 15, 17, and 22</td>
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<tr>
<td>Interview Background and Questions</td>
<td>50</td>
<td>Apr. 5 and 7</td>
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<tr>
<td>Interview Reflection and Presentation</td>
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<td>Apr. 5 and 7</td>
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<tr>
<td>Classroom Participation &amp; Attendance</td>
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<tr>
<td>Chapter Quizzes</td>
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<td>Ongoing</td>
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<tr>
<td>Final Exam</td>
<td>100</td>
<td>May 5</td>
<td>Chapters 11-20</td>
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Assignment Policy:
All work is expected to be prepared in a thoughtful and professional manner. It is expected that all submitted work will be in final publishable form. Therefore, in order to receive full credit:

1. Work must be professional. (Exemplary Quality = thorough coverage of information, insightful communication, free of errors - spelling, grammatical, and all mechanical errors).
2. Submitted on time
3. Neatly word-processed, double-spaced for clarity, APA style format.

Attendance: Class starts promptly at 10:00 a.m. and students are expected to be in class on time. Attendance is required and will be monitored, (for both tardiness and absences). Because much of the course requires that students work in teams, it is extremely important that students come to class on time and be prepared. Unexcused absences or excessive tardiness will result in a lower final grade. For an absence to be excused it must be dire, unavoidable and verifiable and include a doctor’s note or note from the Dean. Each unexcused absence will result in a 15-point deduction from your final grade. Any student who is absent for 8 or more classes regardless of excuse will receive an “F” for the course.

Grading: Undergraduate Grading System

- A = Exceptional
- A- =VF = Failure to officially withdraw
- B+ = W = Official withdrawal
- B = Good
- B- = I = Incomplete, changed when grade is assigned.
- C+ = AU = Audit - no credit or grade earned
- C = Satisfactory
- C- = S = Passing/Satisfactory, credit earned
- D+ = U = Not passing/Unsatisfactory, no credit earned
- D = Minimum passing
- D- = NC = No credit earned, non-graded course
- NR = No grade reported

Quality Points
The quality point is the unit used to measure student achievement in a course. The number of quality points received for any course is equal to the number of points attached to the grade received, multiplied by the number of credit hours for the course. Quality points are calculated as follows:

- A = 4.00 quality points per credit hour
- C- = 1.67 quality points per credit hour

No grade change can be made later than the 15th calendar day after the beginning of the next academic semester (fall or spring) except in the case of a resolved Grade Grievance. “S/U” grades are given in certain pass/fail courses, in place of letter grades. The grade of “S” does not equate with letter grades and is transferable to other universities only upon their approval.
A- = 3.67 quality points per credit hour
B+ = 3.33 quality points per credit hour
B = 3.00 quality points per credit hour
B- = 2.67 quality points per credit hour
C+ = 2.33 quality points per credit hour
C = 2.00 quality points per credit hour
D+ = 1.33 quality points per credit hour
D = 1.00 quality point per credit hour
F = 0.00 quality points per credit hour
VF = 0.00 quality points per credit hour
I = 0.00 quality points per credit hour
U = 0.00 quality points per credit hour

**Academic Integrity:**
When we use the information and language of others to enrich our reflection and research papers we must:

- Tell the reader when we are quoting and indicate the source (person, book, article, etc.) of the quotation.
- Tell the reader when we are paraphrasing and indicate the source (person, book, article, etc.) of that information.

Quoting or paraphrasing the information and/or language of a source without naming the source is plagiarism. Plagiarism is unacceptable in an academic institution and is subject to penalty. Please consult the University Catalog and the Student Handbook for additional information and policies regarding academic honesty.

**Academic Honesty Policy**
Academic dishonesty includes cheating on tests, plagiarism, falsification of records or assignments, or unprofessional/unethical conduct which brings disrepute or disgrace upon the student or the Department of Sport Studies.

ADA: Xavier University seeks to provide reasonable accommodations for all qualified individuals with disabilities. This university will adhere to all applicable federal, state, and local laws, regulations and guidelines with respect to providing reasonable accommodations as required that affords equal educational opportunity. It is the student’s responsibility to inform the professor of these issues.

**Final Housekeeping Issues**

- **Turn your cell phones off or place them on silent.** If there is an important call expected, please tell me and set your phone on vibrate. TEXTING WILL NOT BE TOLERATED. Likewise, there is to be NO SURFING ON THE INTERNET in class unless it is topic related.
- Computers may only be used during group work.
- Be on time to class.
- Please do not eat in class.
- Ask questions if you have any.
- Dress respectfully.
- Respect each other. You are already networking as a professional!
- **Once an exam has started, you may not leave and return to class.**
*Please note that this syllabus and course schedule are working documents and subject to change to accommodate our pace at any point during the semester.

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<th>Day</th>
<th>Date</th>
<th>Topics Covered</th>
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<td>January 12</td>
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<td>Tuesday</td>
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<td>Chapter 7</td>
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<td>March 1</td>
<td>Chapter 12</td>
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<td>Thursday</td>
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<td>No Class (Spring Break)</td>
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<td>Tuesday</td>
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<td>No Class (Spring Break)</td>
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<td>Thursday</td>
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<td>Tuesday</td>
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<td>Thursday</td>
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<td>Tuesday</td>
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<td>Final Exam Review</td>
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<tr>
<td>Friday</td>
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<td>Last day of Fall Semester Classes</td>
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<td>Thursday</td>
<td>May 5</td>
<td>FINAL EXAM: 8:30 a.m. - 10:20 a.m.</td>
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