

Course Information

Number:	SM125
Name:	Introduction to Sport Management
Description:	This is an introductory course for students enrolled in the Sport Management Program. Students will be taught the basic principles of administrative and management concepts associated with an athletic department. This course examines the areas of public relations; liability; facilities; financial management and budgeting; and the purchase, care, and security of equipment. Introduction to Sport Management is the prerequisite for all other Sport Management course offerings.
Credit(s):	3
Offered (DAY schedule):	Every fall semester
Instructor Permission Required:	N
Pre-Requisite(s):	

Course Objectives

Upon successful completion of the course, students will be able to do the following:

- Identify factors affecting career choices
- Describe career opportunities available in sport and fitness management
- Apply sport management theory and practice to diverse populations
- Identify and demonstrate critical professional skills, including career planning, stress management, writing, speaking, and etiquette
- Identify professional associations, publications, and certifications and explain their significance
- Articulate the importance of research-based information and decisions
- Explore how the above dimensions will change in the coming years
- Approach a sport management professional preparation program with heightened awareness and maturity of purpose.

SM 125 INTRODUCTION TO SPORT MANAGEMENT

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Course Description and Objectives

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Course Texts and Readings

Required Text

Pederson & Thibault, Contemporary Sport Management 5th ed. (4th is also acceptable).
ISBN: 9781450469654

Course Content

Course Objectives: At the end of this course, students will be able to:

- Define sport management and discuss the nature and scope of opportunities in the sport industry.
- Explain the importance of a professional perspective.
- Exhibit critical professional skills and attitudes.
- Critically evaluate major challenges confronting various segments of the industry.
- Explain the relevance of ethical, legal, and sociological concepts to the management of sport.
- Demonstrate an understanding of theories of management, leadership, and organizational behavior and how these theories are applied in sport enterprises.
- Demonstrate an appreciation of diversity through use of unbiased language and an inclusive approach to sport communication.
- Identify research questions in sport management and demonstrate the ability to analyze and interpret published research.

Course Evaluation Procedures

Student Evaluation Criteria (percentages are approximate)	Percentage of grade	points
Exams (3)	30%	300
Game Changer Presentation/Paper	10%	100
Group Project	20%	200
Journal Articles	10%	100
Final Exam	10%	100
Assignments	20%	200
TOTAL	100%	1000

Grading Policy

Grades will be assigned based on the total points possible in the course. The final grade in the course will be assigned according to the following percentages:

A = 90-100%

B = 80-89%

C = 70-79%

D = 60-69%

F = below 60%

Course Project

Will be detailed in week 2.

Tentative Course Schedule

unit	Topic	Reading assignment
1	Marketing Review and understanding the market	Handouts, text chapters 1- 3
2	Value of the consumer	Text chapters 4- 9
3	Delivering Value	Text Chapters 10-17

Course Expectations

Students will come to class prepared for active participation, and will arrive on time. Any phones will be turned off prior to the start of class.

Students and the instructors are expected to treat each other with respect. The expectation is that respect be shown in every way during classroom discussion, office hour meetings, and through written correspondence.

Academic Integrity:

Cheating and plagiarism are very serious offenses and have severe consequences. Thomas College's definitions for cheating and plagiarism are specifically outlined in the Academic Integrity Policy found in your Student Handbook.

Attendance Policy:

Attendance is expected at every class. Arrive on time, and do not leave early. Your course grade will be lowered for excessive absences. This means that: For a class that meets three times a week:

- Upon the 4th absence an academic warning will be given.
- Upon the 5th absence a student's final grade is lowered 1/3 of a grade (example a B- to a C+)
- Upon the 6th absence a student's final grade is lowered one full grade (example B- to a C-)
- Upon the 7th absence a student's grade is lowered two full grades (example B+ to a D+)
- Upon the 8th absence a student cannot pass the course.

The intent here is to stress how critical class attendance is. You should not look on missing one class as a "freebie." Absences should occur only in cases of a real illness, emergency, or a school sanctioned event. **Extra Credit will not be offered in lieu of absences.**

Missed or Late Assignments:

You will be allowed to hand in **ONE** application paper late without penalty. However, the assignment is to be no later than 3 days, and I must be notified of this when the assignment is due. All other late assignments will be penalized. For each day an assignment is late, **10 points** will be deducted from the final grade of that assignment. It does not apply to in-class work or tests. Missed in-class work will be marked as a zero, and the test policy has been previously described.

I understand that the semester can get rather hectic. However, allowing yourself to fall too far behind will only hurt you at the end of the semester. This policy is designed to help keep you motivated to finish on time while also giving a little room for unforeseen circumstances.

Written Work:

Written assignments are due at the beginning of the class. **Late work will carry a significant grade penalty.**

Written work will be evaluated on content (does the written work address all aspects of the assignment?), professional presentation, writing clarity and mechanics (to include grammar, spelling, punctuation, organization, and style), understanding, and insight. **Spell check is not enough, please read your work carefully prior to submitting.**

All work that students submit must be computer generated with font size 12, double-spaced. **Papers that make use of external resources (e.g. bibliographic and web-based) should conform to APA style.** (All papers that are not “opinion pieces” require documented use of references.)

Oral Communication:

Your contributions to the class are judged on content, persuasiveness, and style. This is true for any individual comments or presentations you may make, as well as group presentations to the class.

Performance Feedback:

You will receive feedback (formal and informal) throughout the course. You may set up individual meetings with the professor in order to get additional feedback or to talk about long-term goals, course content, other courses, internships, or other matters relating to the course or a career in sports management.

Internet Websites: Websites may be useful throughout the semester and familiarity with at least some of these is essential in the field. A comprehensive, but in no way complete list of sports industry websites are available on Moodle for your use.

Major Assignments:

For all major assignments, you can expect more information and details in class.

Profile Sport Industry Manager/Leader (A Game-Changer) and Presentation

Research a sports industry leader describing how he or she influenced or changed their particular segment of the sport management industry. (Sources need to be documented—see written work section of syllabus)

The paper should cover the following: What do you admire, what obstacles did they face, were there any key decisions they made that proved successful, is their legacy still in tact what did you learn from them? State how their leadership influenced, or continues to influence their industry, sport, or team.

How do you and others describe this leader? What adjectives come to mind? What attributes? What behaviors? Does this person and their style tell us something about leadership and leaders in general?

Paper should be 3-5 pages, typed, double-spaced, 12-pt font, Times New Roman.

Students will present their game-changer to the class in a brief presentation outlining their position, major accomplishments, leadership style, why you chose them, etc.

Sport Business Journal—Article Analysis/Review (2 for Semester)

Possible topics could include: globalization of sport, women and minority issues in the industry (i.e. hiring practices, the lack of diversity in the field,) conference expansion and reorganization, agents, salaries, new stadium issues, etc. You can select other articles from recent SBJ's that address topics covered in class or that you have a personal interest in. These are opinion pieces and do not require citations.

The goal of this assignment is to help you link the course materials and theories presented in class to current issues occurring within the sports business industry.

Each SBJ Article Analysis must contain:

- *A brief discussion/overview of the topic of the article (2-3 sentences)
- *Analysis of the topic as it relates to course material (2-3 paragraphs)
- *Concluding paragraph about your opinion or feelings on the topic. Is it significant in anyway? Does it relate to your future career plans in sport or to any discussions we have had in class. (2-3 paragraphs).

Presentation

Each Student will be required to provide a 5-8 minute presentation to the class on their work.

SBJ Article Analysis/Review Guidelines:

- * Title Page with Your Name/Date/Article Title
- ***Attached photocopy of the article required**
- *Analysis will be 2 pages in length and stapled
- *Please use Times New Roman 12 pt. font
- *1" margins (left/right/top/bottom)

Sport Industry Presentation (Group project)

Purpose is to expose students to various industries and potential career opportunities
Groups will have 2-3 students each. Each presentation will be graded by the professor as well as by your peers. Successful presentations may include video as well as PowerPoint. (Tip) Know the material...try to avoid reading everything on every slide.

Presentation Requirement

10-15 minutes in Length

*Power Point Presentation

Group Presentation Content Must Include

*Purpose/Mission of the organization

*History of the Organization—early development, changes over time, future outlook

*Marketing/Advertising. How does this organization position itself? Who are their sponsors, what is their target market.

*Stakeholders—who are the individuals served by the organization, and the groups to whom the organization is responsible, keys issues they are currently facing

*Types of jobs found within the organization—providing details about the major positions within the organization—also include entry-level positions and opportunities(including internships) available.

Academic Integrity Policy

Any evidence of academic misconduct (e.g., cheating on an exam, plagiarism, turning in the work of another student as your own) will be treated in accordance with the academic misconduct policy as stated in the student handbook. Be aware . . . plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgment. It also includes the unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials.

ACADEMIC INTEGRITY

Course consequences for acts of plagiarism and/or academic misconduct should be specified in the syllabus. These can vary from failing an assignment to failing a class. Reference should be made to the section on Academic Honesty in the Student Handbook:

“ACADEMIC HONESTY

Students are expected to do assigned work themselves, to write papers in their own words (extensive quoting suggests a failure to master the material), and to cite sources appropriately and accurately.

Taking credit for work not one's own is a serious offense. It can take several forms:

1. **Plagiarizing.** , “To use another person’s ideas or expression in your writing without acknowledging the source is to plagiarize” (30). The *Handbook* continues, “Forms of plagiarism include the failure to give appropriate acknowledgement when repeating another’s wording or particularly apt phrase, when paraphrasing another’s argument, or when presenting another’s line of reasoning” (30). A student’s failure to properly cite and document sources may constitute plagiarism, even if there is no deliberate attempt or intent to misrepresent the work in question.

2. **Aiding and abetting plagiarism.** Permitting others to use your work.

3. **Recycling your own work.** Submitting, without permission, in one course work originally done for another.

4. **Cheating.** Copying from another student’s exam paper; permitting others to copy one’s work; bringing unauthorized material to exams; accepting or giving unauthorized assistance on coursework and/or assignments.

5. **Subbing.** Replacing another student, or asking another student to replace you, for the purpose of taking a quiz or exam.

6. **Altering.** Changing grades or marks on papers or exams; unauthorized use or alteration of College add/drop or other forms.

7. **Falsifying.** Falsification or fabrication of research results, quotations, facts, and/or references.

Penalties

First offenses of academic misconduct in the context of a course will be dealt with by the course’s instructor. Instructors are expected to inform the

Academic Affairs Office of any instance of alleged academic misconduct.

Once a faculty member has made a determination of academic misconduct, students will be informed as soon as reasonably possible of the offense and

penalty in writing and may appeal in writing to the instructor within 72 hours. Penalties for the first offense may range from failing the particular

assignment at issue to failing the course. A student normally will not be allowed to withdraw from a course to avoid the consequences of a finding of

academic misconduct.

Should the student wish to appeal the instructor's finding of academic misconduct, he or she may file a written appeal with the department chair within one calendar week of the decision of the instructor. After consultation with the instructor and the student, the department chair may deny the appeal (in which case the decision of the faculty member stands) or accept the appeal and recommend an appropriate course of action. (If the faculty member in question is the department chair, the other department chair will function in his or her capacity during the appeals process. Should the alleged misconduct be reported in a CED or Graduate course, appeals would be referred to the Director of Graduate and Continuing Education.)

Should the faculty member or the student wish to appeal the decision of the department chair (or that of the Director of Graduate and Continuing Education), that appeal should be made in writing to the Chief Academic Officer within one calendar week of the department chair's decision. The decision of the Chief Academic Officer is final.

Students who are reported to the Academic Affairs Office for an alleged second offense (or any alleged subsequent offense) will have their cases

automatically referred to the Academic Affairs Committee for review. In cases where the Chief Academic Officer has been involved in a formal appeal

of the incident in question, he or she will be replaced on the committee by the Chief Student Affairs Officer. The Academic Affairs Committee may

choose to recommend an additional penalty to include academic disciplinary probation or dismissal.

Decisions of the Academic Affairs Committee may be appealed to the Appeals Board within one calendar week of the decision of the Academic Affairs Committee. Appeals must be based on the basis of new information or when there is reason to believe that proper procedure has been violated, but may

not be appealed solely on the basis of dissatisfaction with the sanction. There is no further appeal beyond the Appeals Board.