

**SPMG 3600**

## **INTRODUCTION TO SPORT MANAGEMENT**

3 Semester Hours

Semester/Year:

Instructor:

Office Location:

Office Hours:

Telephone:

E-mail:

Fax:

### **COURSE DESCRIPTION**

This course provides an overview of basic knowledge areas for the successful sport manager. Fundamental sports management principles and key skills as well as information on current issues are emphasized.

### **COURSE OBJECTIVES**

Students will:

1. become familiar with the history of sport management (Masteralexis, Barr & Hums, 1998);
2. explore the nature of sports management and the principles on which sport management operates including management, marketing, financial, legal, and ethical principles (Densensi, 1996; Flannery, 1998; Graham, 1995; Parkhouse, 1996);
3. examine key concepts, career opportunities, current issues, and resources of a variety of sports areas including high school and youth sports, collegiate sport, the European sport club system, international sport, facility management, media relations, the health and fitness industry, and recreational sport (Flannery, 1998; Masteralexis, Barr & Humm, 1998; Olson, 1996; Parhouse, 1996); and

4. increase their awareness of strategies that can be used to successfully find a career in sport management (Appenzeller, 1999; Bucher, 1997; Graham, 1995; Masteralexis, Barr & Hums, 1998);

## **TEXTS, READINGS, AND INSTRUCTIONAL RESOURCES**

### Required Text:

Masteralexis, L.P., Barr, C.A., & Hums, M.A. (1998). Principles and practice of sport management. Gaithersburg, Maryland: Aspen Publishers, Inc.

### References:

Appenzeller, H. (1999). Risk management in sport: Issues and strategies. Durham, NC: Carolina Academic Press.

Bucher, C.A., & Krotee, M.L. (1997). Management of physical education and sport. New York: McGraw-Hill.

Chelladurai, P. (1985). Sport management. London, Ontario: Sports Dynamics.

Desensi, J. T. (1996). Ethics in sport management. Morgantown, WV: Fitness Information Technology.

Dougherty, N.J., & Bonanno, J. (1985). Management principles in sport and leisure services. Minneapolis, MN: Burgess Publishing Company.

Farmer, P.J. (1996). Sport facility planning and management. Morgantown, WV: Fitness Information Technology.

Flannery, T.E. (1998). Personnel management for sport directors. Champaign, IL: Human Kinetics.

Graham, S (1995). The ultimate guide to sport event management and marketing. Toronto, ON: Irwin Professional Publisher.

Mull, R.F. (1997). Recreational sport management. Champaign, IL: Human Kinetics.

Olson, J.R. (1996). Facility and equipment management for sport directors. Champaign, IL: Human Kinetics.

Parkhouse, B.L. (1996). The management of sport: Its foundation and application. New York: McGraw-Hill.

Sawyer, T., & Smith, O. (1998). The management of clubs, recreation, and sport: Concepts and applications. Champaign, IL: Sagamore Publishing Company.

Stier, W.F. (1999). Managing sport, fitness, and recreation programs: Concepts and practices. Boston, MA: Allyn & Bacon.

Ziegler, E.F., & Bowie, G.S. (1983). Management competency development in sport and physical education. Philadelphia, PA: Lea & Febiger.

#### Support URLs

- Sport Management, Inc. <http://www.sportmanager.com>
- Journal of Sport Management @UNB <http://www.fitinfotech.com/books/sml.html>
- Sport Management <http://www.sport.ussa.edu/programs/sportman.htm>
- Elite Sport Management Group: Home Page <http://www.elitesport.com/>
- Sport Management <http://www.educ.iastate.edu/HHP/sportman.htm>
- Master of Sport Management <http://www-it.cowan.edu.au/acserv/hbook99/pg/b>
- Sport Management Association of Australia and New Zealand Sydney 2000 Conference <http://www.gu.edu.au/school/1st/services/smaan>
- Sport Management Program Objectives <http://www.yorkcol.edu/education/spobj.html>

### **ASSIGNMENTS, EVALUATION PROCEDURES, AND GRADING POLICY**

#### Assignments:

1. Students will conduct an interview with a selected individual in sports management and make a presentation on their findings to the class.

#### Part I - The Interview

Individually or in a group of up to three individuals in this class, arrange an interview with a selected professional in a sport management position you are interested in. Prepare a word-processed summary of the interview that is no less than three pages in length (12 pt. font and double-spaced). Ask the following interview questions:

- Why did you choose to get into this position?
- How long have you been in your present position?
- What were the particular job requirements?
- What are your greatest challenges in this position?
- What have been your greatest accomplishments?
- What have been your biggest problems?
- What advice would you offer individuals wanting to get into this profession?

Students may ask additional questions if desired.

The report will be evaluated on its completeness and adherence to stated requirements.

## Part II. Class Presentation

Give a presentation to the class on your interview following the below requirements:

- Use at least two different types of visuals for presentation. One must be PowerPoint and the other is to be selected by the group doing the presentation (i.e., overhead projector, handouts, chalkboard, flipchart, brochures, etc.). The PowerPoint presentation should include at least three graphics and a minimum of six slides.
- Do not provide the name of the individual interviewed; merely state the individual's position.
- Your presentation should be a minimum of 8 minutes and no more than 20 minutes. Your presentation should highlight the interview questions above and summarize the value of this experience.

The PowerPoint presentation will be evaluated on following the requirements and overall presentation quality.

2. Students will develop two resource files in sports management: one consisting of traditional printed materials and one electronic.

Individually or in a group of three individuals in class create two resource files in sports management. One file should consist of a bibliography of books and printed materials in sport management. Include the name of the material, author, publisher, cost, and brief summary of the value of the material. The student is to collect at least ten resources. The second resource file should consist of electronic resources in sport management. List the URL and a brief critique of each site. The minimum number of sites to be collected is ten. The resource fill will be evaluated on following the requirements and written quality.

3. Students will be expected to attend all classes and participate in all class activities such as discussions, group work, and presentations.
4. Students will take written examinations in class covering the presented materials.
5. Students will utilize electronic resources to access class materials on WebCT and communicate with the instructor and students enrolled in the course.

Evaluation Procedures:

Students will be evaluated in three areas:

Written exams	60%
Interview, word-processed report, and class presentation on a selected individual in sport management	25%
• Written report	10%
• Class presentation	15%
Resource file and summaries of electronic and non-electronic resources in sports management areas	15%

Grading Policy:

Grades will be assigned based upon 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

General Policies:

1. All written exams, are to be taken at the assigned class time.
2. Students are expected to attend all classes unless the absence is arranged and approved by the instructor in advance or are due to illness or unexpected events. Unexcused absences will lower the final course grade. Each unexcused absence will result in a 3.33% lowering of the grade. (For example if a student has 3 unexcused absences and a 92% total in class the final grade calculation will be 82%, a grade lowering from an A to a B).
3. Students are expected to arrive to class on time and do the assigned readings. Late arrivals will result in a 1% penalty for each time a student is late for class.

## CLASS OUTLINE

- Week 1 Introduction to Sport Management, Students complete demographic data questionnaire and needs assessment questionnaire, Ch. #1 - History of Sport Management
- Week 2 Ch. #2 - Management Principles Applied to Sport Management, Introduction to electronic search strategies for locating books in sport management
- Week 3 Ch.#3 - Marketing Principles Applied to Sport Management
- Week 4 Ch #6 - Ethical Principals Applied to Sport Management, Guest speaker -

- Ethics in sport and the role of the sport manager
- Week 5 Ch.#4 - Financial Principles Applied to Sport Management, Guest speaker - Fundraising in sports
- Week 6 Ch.#5 - Legal Principles Applied to Sport Management, Guest speaker - Sports law and important responsibilities of sports managers
- Week 7 Guest speaker - how to use library resources, ERIC and electronic media to locate sports management resources, Midterm Exam
- Week 8 Review midterm exam, Ch. #7 - High School and Youth Sports, Guest speaker - The challenges of working as a high school athletic director and coach , Work on resource files
- Week 9 Ch. # 8 - Collegiate Sport, Guest speaker - The challenges of working as a collegiate athletic director and coach
- Week 10 Ch. #9 - The European Sport Club System
- Week 11 Ch. #10 - International Sport
- Week 12 Ch. #18 - Health and Fitness Industry, Guest speaker - The challenges of working in the health industry
- Week 13 Ch. #15 - Media Relations, Guest speaker - Media relations and sports
- Week 14 Student reports and presentations on selected sport management personnel
- Week 15 Ch.#20 Strategies for Career Success, Turn in resource files
- Week 16 Final exam/evaluation as scheduled

Students are expected to adhere to the highest standards of academic honesty. Plagiarism occurs when a student uses or purchases ghost-written papers. It also occurs when a student utilizes the ideas of or information obtained from another person without giving credit to that person. If plagiarism or another act of academic dishonesty occurs, it will be dealt with in accordance with the academic misconduct policy as stated in the Uncatalog, Undergraduate Catalog, and Graduate Catalog.