

School of Business and Nonprofit Management

Course Syllabus

Course: BSE: 2810, INTROUCTION TO SPORTS MANAGEMENT

Academic Year: 2014/15 **Semester/Quad:** FALL

Credit Hours: 4

Prerequisites: BSE: 2211, Macroeconomics

Instructor: John J. Born, Assistant Professor

Phone: 773-244-5771

Email: jborn@northpark.edu

Availability:

Office hours: Tuesdays 10am-1:00pm, Thursdays 11am-1pm or by appointment.

Course Description:

This course discusses the meaning of sport management in terms of its scope, principles, issues and future trends. In addition, the course examines the job responsibilities and competencies required of sport managers in a variety of sports or sports-related organizations in a hope to have the student become acquainted with the role of sport administrators as well as the career opportunities within the industry. Finally, this course provides the student with an overview of the different issues sports managers will be faced with such as: consumer behavior, public relations, budgeting and facility and event management.

Course Materials:

REQUIRED

Textbook: Mark Nagel, R. S. (2011). *Introduction to Sport Management: Theory and Practice*. Dubuque: Kendall Hunt Publishing Company. ISBN: 978-0-7575-7578-5

Articles: **Regular** reading of a newspaper's sports or business section or online news-site covering the local, national and international sporting industry.

RESOURCES

ESPN.COM, Sports Illustrated, Sports Business Journal, Sportsbusinessdaily.com, sports.yahoo.com, Chicago Tribune, Forbes

Essential IDEA Objectives:

1. Gaining factual knowledge (terminology, classifications, methods, trends).
2. Learning fundamental principles, generalizations, or theories.
3. Developing specific skills, competencies, and points of view needed by professionals in the field most closely related to this course

Specific Course Objectives:

1. Describe management theory and function relative to planning, personnel planning, staff organization and evaluating in the sport management field.
2. Identify the concepts, scope, organizations and common practices in the sport management industry.
3. Identify career choices and opportunities in the sport management field.
4. Identify, define and construct basic budgeting practices within sports organizations, including public and private financed facilities.
5. Define the responsibilities of facility/sport managers within the context of risk management, booking and scheduling, event management and community relations.
6. Describe and apply the planning and execution of event management
7. Define sport marketing, and its various aspects: marketing plans, marketing niches, consumer behavior, advertising, public relations.
8. Understand and integrate technology within sports marketing.

Course Methodology:

The course primarily utilizes lectures, class discussions and exploratory activities to achieve its objectives. Students will work in groups to discuss case studies, technology advancements and other sports management issues. Assignments, discussions and casework are designed to achieve the course IDEA objectives.

Computer Requirements:

In order to effectively participate in and successfully complete this course, each participant will need to have access to a computer and a high-speed internet connection. Please visit <http://www.northpark.edu/Campus-Life-and-Services/Information-Technology/Network/Minimum-Requirements> for information on computer requirements.

Cell phones, laptops and tablets are not permitted in class without the approval of the instructor.

Technical Skills Required:

None

Schedule of Weekly Assignments:

Dates	Topics	Assignment(s)
Aug 25, 27, 29	Introduction to Class Do You Really Want to Work in Sports?	Course Syllabus Read Chapter 1 Career Paper
Sept 1	No Class Labor Day	
Sept 3, 5	Socio-Cultural Aspects of Sports	Read Chapter 2 Interview Review Paper
Sept 8, 10, 12	The US Sports Industry	Read Chapter 3 Industry Presentations (2/DAY)
Sept 15, 17	Sport in the Global Marketplace	Read Chapter 4
Sept 19	No Class	

Sept 22	Sport in the Global Marketplace	Read Chapter 4
Sept 24	EXAM #1	
Sept 26, 29 Oct. 1	Ethics and Ethical Decision Making	Read Chapter 5
Oct 3, 6, 8	Legal Aspects of Sport	Read Chapter 6
Oct 10, 13	Strategic Management	Read Chapter 7
Oct 15	Sports Marketing	Read Chapter 8 Web-site Review Paper
Oct 17	No Class	
Oct 20, 22, 24	Sports Marketing	Read Chapter 8
Oct 27	EXAM #2	
Oct 29, 31, Nov 3	Sports Sales and Revenue	Technology Presentations Read Chapter 9
Nov 5, 7, 10, 12	Sport Communication	Read Chapter 10
Nov 14, 17, 19, 21	Facility Management	Read Chapter 11
Nov 24	Sport Finance	Read Chapter 12
Nov 26, 28	No Class	
Dec 1, 3, 5	Sport Finance	Read Chapter 12
Dec 8	Review	
Dec 10-12	EXAM #3	

Grading:

Assignment	Points	Grade %
Career Paper	25	3.5%
Interview Review Paper	25	3.5%
Web-site Review Paper	25	3.5%
Guest Speaker Review Papers	25 each (75 total)	10%*
Industry Presentation	50	7%
Technology Presentation	50	7%
Quizzes	50	7%
Class Participation	50	7%
Exam 1	100	14%
Exam 2	100	14%
Exam 3	100	14%
Total	650	100%

*approximate, could vary with the number of speakers

Grade Mapping:

Numeric Grade	Letter Grade	Numeric Grade	Letter Grade	Numeric Grade	Letter Grade
	A (94-100%)		B- (80-83%)		D+ (67-70%)
	A- (90-94%)		C+ (77-80%)		D (63-67%)
	B+ (87-90%)		C (73-77%)		D- (60-63%)
	B (83-87%)		C- (70-73%)		F (<60%)

Assignment Grading Policies:

All assignments are due by the beginning of class. NO LATE WORK ACCEPTED.

Student Responsibilities:

Students are expected to attend all sessions for the duration of the class. Do not be late! Class participation is assessed based on a student's ability to be on time, be prepared and to make meaningful contributions to the class discussion. Reading assignments should be completed prior to the start of class. This course has a strict requirement of documented, advance notification. If you are unable to attend any class session, you are to inform me (preferably by email) prior to that session. You need to provide a reason for your absence. Failure to provide advance notification will result in an unexcused absence. Be advised that poor attendance can affect your grade adversely

Academic Honesty

In keeping with our Christian heritage and commitment, North Park University and the School of Business and Nonprofit Management are committed to the highest possible ethical and moral standards. Just as we will constantly strive to live up to these high standards, we expect our students to do the same. To that end, cheating of any sort will not be tolerated. Students who are discovered cheating are subject to discipline up to and including failure of a course and expulsion.

Our definition of cheating includes but is not limited to:

1. Plagiarism – the use of another's work as one's own without giving credit to the individual. This includes using materials from the internet.
2. Copying another's answers on an examination.
3. Deliberately allowing another to copy one's answers or work.
4. Signing an attendance roster for another who is not present.

In the special instance of group work, the instructor will make clear his/her expectations with respect to individual vs. collaborative work. A violation of these expectations may be considered cheating as well. For further information on this subject you may refer to the Academic Dishonesty section of the University's online catalog.

In conclusion, it is our mission to prepare each student for a life of significance and service. Honesty and ethical behavior are the foundation upon which such lives are built. We therefore expect the highest standards of each student in this regard.

Attendance Policy for Undergraduate Courses

Attendance and participation are vital. Thus, students are expected to attend every class session, and to arrive on time – tardiness is not accepted. DO NOT BE LATE. This course has a strict requirement of documented, advance notification. If you are unable to attend any class session, you are to inform me (preferably by email) prior to that session. You need to provide a reason for your absence.

Failure to provide advance notification will result in an unexcused absence. Be advised that poor attendance can affect your grade adversely

APA Requirement

The School of Business and Nonprofit Management (SBNM) has adopted the Publication Manual of the American Psychological Association (APA) as the standard and required format for all written assignments in SBNM courses.

Our goal in adopting the APA Manual is to enhance student learning by:

- 1) Improving student's writing skills.
- 2) Standardizing the required format of all written assignments in all SBNM courses.
- 3) Emphasizing the importance of paper mechanics, grammatical constructs, and the necessity of proper citations.
- 4) Holding students accountable for high quality written work.

If you are unfamiliar with the requirements of the APA Manual, we recommend that you purchase the reference manual and/or that you consult one or more of the suggested resources as listed on the Student Resources section of the SBNM website. It is your responsibility to learn and ensure that all written work is formatted according to the standards of the APA Manual.

Students with Disabilities

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact your program's office (Business: 773-244-6270). Please do so as soon as possible to better ensure that such accommodations are implemented in a timely manner. For further information please review the following website: <http://www.northpark.edu/ada>

Instructor Responsibilities:

Students can expect the instructor to serve as a resource both in and out of the classroom. The instructor will be prepared with a lesson for each class session with opportunities for class participation. The instructor is available to students for questions about class concepts, assignments and overall guidance.

ASSIGNMENT SPECIFICATIONS

Overview:

Students will complete most assignments individually and some in groups. All assignments should be completed using APA format unless otherwise noted by the instructor. **NO LATE WORK ACCEPTED.**

ASSIGNMENT #1 CAREER PAPER

Assignment Specifications:

Decide what your ideal/dream job within the Sports Management industry is. Note this cannot be an entry level position. Detail exactly what that job entails, and what are the steps you will take to secure that position. This is a fictitious exercise, so list specifically where you will work and in what capacity before you reach your goal. Research someone in the industry who has a similar position to your dream job and list how he/she got there. Include your own personal thoughts/observations on your own possible career path. The paper should be 1-2 pages, following APA format.

Criteria	23-25 Points	20-22 Points	16-19 Points	<15 Points
Paper Analysis	Provides a clear, detailed and logical career path toward your dream job.	Provides a career path that is not detailed or is not realistic. Describes	Is missing one of the three main points of the paper.	Is missing one or more of the points of the paper and

Criteria	23-25 Points	20-22 Points	16-19 Points	<15 Points
	Details the current industry executive's career from college to present day. Provides an honest and insightful opinion on your own future career path.	the three points of the paper but is short on specifics.		is not specific or realistic.
FORMAT	The text content of the paper is 300 words or more; syntax was appropriate; language was concise and understandable; no misspelled words; and organization was logical.	The text content was inadequate; syntax was generally appropriate with no more than one error; language was understandable and concise; one to two misspelled words; and organization was logical.	The text content was not within the word allotment /requirement; syntax was not appropriate; language was understandable; contained spelling errors.	The text content was not within the guidelines; poor syntax with three or more errors; writing style was difficult to understand as it lacked clarity and organization. Numerous spelling errors.
APA STYLE	Demonstrated an understanding of the APA guidelines. Correctly cited the outside source.	Demonstrated an understanding of the APA guidelines. Incorrectly cited your source.	Attempted to demonstrate an understanding of APA guidelines. Did not cite your source.	Failed to demonstrate and understanding of APA guidelines

ASSIGNMENT #2 INTERVIEW REVIEW PAPER

Assignment Specifications:

Throughout your textbook there are over 20 interviews of professionals in the industry of sports. Based on their job titles alone you are to select, read and review four of these interviews. Two of the individual interviews should be from professionals that have a position you aspire to attain. The other two should be in an organization/industry you currently do not have any interest in. Your paper should include:

- An introduction of the four professionals and why you specifically selected each. Include your own hopeful career goals.
- A review of the two professionals in the industry/position you hope to secure. Include things such as: an overview of their current position; their career paths; similarities/differences between the two; what useful advice you took from the interviewee.
- A review of the two professionals in the industry/position you do not have any interest in. Include things such as: an overview of their current position; their career paths; similarities/differences between the two; what useful advice you took from the interviewee.

- A summary of what insight you gained from these four people. Compare and contrast their answers. Has your opinion on your ideal job or industry changed? Why or why not?

Criteria	23-25 Points	20-22 Points	16-19 Points	<15 Points
Paper Analysis	Introduces the purpose of the paper, the 4 selected interviews reviewed and why each were specifically selected. Provide a detailed analysis of the preferred and non-preferred positions, career paths, similarities and differences and useful advice. Summarize and compare the different interviewees and give an insightful opinion on how this will relate to your own career search.	Introduces the purpose of the paper and the 4 selected interviews. Is missing one of the following: why they were selected, analysis of the positions, career paths, similarities and differences and summary. Gives insight to own career search.	Introduces the purpose of the paper and the 4 selected. Very little analysis and reflection. Reads like a transcript. Either vague or incorrect analysis on their own career search.	Did not introduce the paper and covers few to no details. No insight given into their own career search.
FORMAT	The text content of the paper is 500 words or more; syntax was appropriate; language was concise and understandable; no misspelled words; and organization was logical.	The text content was inadequate; syntax was generally appropriate with no more than one error; language was understandable and concise; one to two misspelled words; and organization was logical.	The text content was not within the word allotment /requirement; syntax was not appropriate; language was understandable; contained spelling errors.	The text content was not within the guidelines; poor syntax with three or more errors; writing style was difficult to understand as it lacked clarity and organization. Numerous spelling errors.
APA STYLE	Demonstrated an understanding of the APA guidelines. Correctly cited the outside source.	Demonstrated an understanding of the APA guidelines. Incorrectly cited your source.	Attempted to demonstrate an understanding of APA guidelines. Did not cite your source.	Failed to demonstrate and understanding of APA guidelines

ASSIGNMENT #3 WEBSITE REVIEW

Assignment Specifications:

Review four different websites of Colleges/Universities Sports Management programs. One of your four will include North Park's. The instructor will provide (through email or Moodle) a work-sheet/template for you to complete this assignment. On your work-sheet you will list the strengths and weaknesses of each site, ranking criteria for each site as well as your own personal opinion reflections.

Criteria	23-25 Points	20-22 Points	16-19 Points	<15
PAPER ANALYSIS	Completed the review of all 4 websites from the worksheet. Gave thoughtful and insightful feedback and opinions. With rational as to why you felt a certain way.	Completed the review of all 4 websites. Feedback and opinions were limited.	Completed the review of the 4 websites. No personal insights or feedback.	Reviewed less than 4 websites.
FORMAT	Provided by the instructor			

ASSIGNMENT #4 GUEST SPEAKER REVIEW

Assignment Specifications:

Throughout the course, a yet to be determined amount of guest speakers will present to the class. After their presentation you will write a paper (due the next class period) summarizing the following:

- An overview of the speaker's position and career path. Include your own personal observations.
- Three key points of their presentation that is relevant to you and your future job search.
- Your own personal opinion/thoughts on the speaker's presentation, delivery and overall professionalism and why he/she is successful

Criteria	23-25	20-22	16-19	<15
PAPER ANALYSIS	Provides a detailed analysis of the speaker and effectively relates it to your own career search. Identify key, specific points within the presentation that are important to future sports management professionals. Share insightful opinions on the speaker, their presentation and what you learned.	Provides an analysis of the speaker but is not specific with the key points of the presentation. Shares vague opinions on the speaker.	Provides an analysis of the speaker, but does not identify key points and shares little to no personal opinions.	Does not adequately describe the presentation and does not identify key points, opinions or insights.

Criteria	23-25	20-22	16-19	<15
FORMAT	The text content of the paper is 300 words or more; syntax was appropriate; language was concise and understandable; no misspelled words; and organization was logical.	The text content was inadequate; syntax was generally appropriate with no more than one error; language was understandable and concise; one to two misspelled words; and organization was logical.	The text content was not within the word allotment /requirement; syntax was not appropriate; language was understandable; contained spelling errors.	The text content was not within the guidelines; poor syntax with three or more errors; writing style was difficult to understand as it lacked clarity and organization. Numerous spelling errors.
APA STYLE	Demonstrated an understanding of the APA guidelines.	Demonstrated an understanding of the APA guidelines.	Attempted to demonstrate an understanding of APA guidelines.	Failed to demonstrate and understanding of APA guidelines

ASSIGNMENT #5 INDUSTRY POWERPOINT PROJECT

Assignment Specifications:

Students will select an industry from a pre-determined list distributed in class. Within that industry you will pick a specific organization of your own choice. You will present to the class a 7-10 minute Power Point presentation that includes the following:

- Purpose/mission of the organization
- History of the organization
- Stakeholders, individuals served by the organization and the groups it reports to
- Types of jobs found within the organization, major positions through entry-level opportunities
- Current sports management issues within the organization.
- S.W.O.T analysis of the organization.
- Unique aspects or interesting facts about the organization not commonly known.

Criteria	45-50 Points	39-44 Points	30-39 Points	<30
OVERALL ANALYSIS	Thorough, detailed and concrete analysis. Fully addressed all criteria and related course principles to presentation.	Solid analysis, sufficient depth but may have not addressed all the criteria. Referenced course principles, but did not apply them sufficiently.	Fair analysis. Addresses some of the criteria. Did not apply course principles.	Poor analysis, insufficient depth, no course principles applied or mentioned.
QUALITY OF	PowerPoint is	PowerPoint is	PowerPoint is	PowerPoint is

Criteria	45-50 Points	39-44 Points	30-39 Points	<30
POWERPOINT PRESENTATION	organized, concise, grammatically correct, visually attractive, clearly written in understandable language. Student does not read verbatim what is on screen. Able to expand on topics presented. Stay within the time allotment.	adequate, may be missing details or is visually dull but covers the topic. Student does not read verbatim off screen and is able to expand on topics. Student does not stay within time allotment.	adequate but conclusions are missing or incorrect. Does not cover all of the necessary criteria and has inconsistencies or grammatical errors. Student does not stay within time allotment.	poor un-organized and does not meet the criteria. Contains significant inconsistencies and errors. Student does not stay within the time allotment.

ASSIGNMENT #6 TECHNOLOGY POWERPOINT PROJECT

Assignment Specifications:

Students will form a group (consisting of 2 or 3) and research how a specific technology has changed how a sports management professional functions. This could be a software program, social media service or specific application. You will be required to interview a professional outside of North Park to get their opinions and insight. The presentation requirements will be a 6-10 minute Power Point presentation. Groups cannot present on the same technology.

Content must include:

- An explanation of the technology (what it is and what it does)
- Company background information on the technology
- Background of the professional you interviewed and how he/she effectively uses this technology
- A demonstration (if possible) or example of how the technology is used
- An explanation regarding how this impacts the interviewee
- Explain how this technology is relevant/vital to future sports management professionals
- Forecast whether or not you think this technology will be relevant in 5-10 years

Criteria	45-50 Points	39-44 Points	30-38 Points	<30
OVERALL ANALYSIS	Thorough, detailed and concrete analysis. Fully addressed all criteria and related course principles to presentation.	Solid analysis, sufficient depth but may have not addressed all the criteria. Referenced course principles, but did not apply them sufficiently.	Fair analysis. Addresses some of the criteria. Did not apply course principles.	Poor analysis, insufficient depth, no course principles applied or mentioned.
QUALITY OF POWERPOINT PRESENTATION	PowerPoint is organized, concise, grammatically correct, visually attractive, clearly written in	PowerPoint is adequate, may be missing details or is visually dull but covers the topic. Student does not	PowerPoint is adequate but conclusions are missing or incorrect. Does not cover all of	PowerPoint is poor un-organized and does not meet the criteria. Contains

Criteria	45-50 Points	39-44 Points	30-38 Points	<30
	understandable language. Students do not read verbatim what is on screen. Able to expand on topics presented. Stay within the time allotment.	read verbatim off screen and is able to expand on topics. Students do not stay within time allotment.	the necessary criteria and has inconsistencies or grammatical errors. Students do not stay within time allotment.	significant inconsistencies and errors. Students do not stay within the time allotment.

ASSIGNMENT #7 VERBAL QUIZZES

Assignment Specifications:

As sports management is an ever evolving discipline, it is vital students remain well informed on current issues. Additionally, public speaking and the ability to think quick on your feet is extremely valuable. A majority of classes will include a verbal quiz about sporting events and the sporting industry. Students can prepare for these quizzes by daily reading publications such as ESPN.com, sports.yahoo.com, Chicago Tribune, Sports Business Journal, etc. Each student will have 5 verbal quizzes throughout the semester. All quizzes will occur at the very beginning of class. Students will be pre-selected before class begins and will be asked a question concerning a current sports management issue. The students response will be in front of the class and should exceed 45 seconds.

Criteria	8-10 Points	6-8 Points	1-5 Points	0 Points
OVERALL ANALYSIS	Thorough, detailed and concrete answer to the question. Showed knowledge on the subject by giving examples. Applied class concepts to your answer. Effectively projected, strong body language, good eye contact, and used very few word fillers.	Did not have sufficient knowledge on the subject, but was able to apply course principles, and relate them. Was able to effectively communicate, had good body language and used some word fillers.	Did not have knowledge on the subject. Was not able to effectively communicate a rational thought. Used many word fillers and had poor body language.	Was not in attendance or came to class late.

ASSIGNMENT #9 CLASS PARTICIPATION

Assignment Specifications:

Effective communication skills, including the regular exchange of ideas and discussion items is paramount to an effective sports management professional. Class participation will be expected and graded throughout the semester.

Criteria	45-50 Points	39-44 Points	30-38 Points	<30 Points
OVERALL ANALYSIS	Attends at minimum 90% of classes. Contributes in a significant way to the	Attends at minimum 80% of classes. Has active participation, may	Attends at minimum 70% of classes. Has minimal	Attends less than 70% of classes. When present is not

Criteria	45-50 Points	39-44 Points	30-38 Points	<30 Points
	classroom discussion by regularly adding own insight, integrating with or relating concepts to real-world applications, draws relevant and appropriate observations from readings.	answer only when called on, but demonstrates good understanding of concepts and application of the material to real-world situations.	participation. Answers only when called upon with little understanding of material.	involved in class discussion. Answers with little more than "I don't know."