Texas A&M University - Corpus Christi  
College of Education  
KINE 2314 – Sport Management  
Course Syllabus

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EMAIL: misty.kesterson@tamucc.edu  
OFFICE HOURS: MWF 9:00 – 10:00 and TR 11:00-12:00  
COURSE NUMBER: KINE 2314  
COURSE NAME: Sport Management  
COURSE MEETING: IH 268, TR 9:30-10:45

I. Course Description  
The study of operating principles for programs in intercollegiate athletics, professional sports, recreational sports, and community sports associations.

II. Rationale  
The course introduces the disciplinary foundations of sport and physical activity, providing insights into sport as an influential cultural practice and formidable industry. It presents the theoretical and applied foundations of organizations and management and discusses how these concepts apply to the sports industry. Furthermore, the course discusses opportunities available in various segments of the sports industry and explains how to employ traditional management skills in sports organizations. In conclusion, this course will discuss concepts in professional preparation and development with emphasis on image, style, and communication for success.

III. State Adopted Proficiencies for Teachers and/or Administrators/Counselors
1. LEARNER-CENTERED KNOWLEDGE: The teacher possesses and draws on a rich knowledge base of content, pedagogy, and technology to provide relevant and meaningful learning experiences for all students.
2. LEARNER-CENTERED INSTRUCTION: To create a learner-centered community, the teacher collaboratively identifies needs; and plans, implements, and assesses instruction using technology and other resources.
3. EQUITY IN EXCELLENCE FOR ALL LEARNERS: The teacher responds appropriately to diverse groups of learners.
4. LEARNER-CENTERED COMMUNICATION: While acting as an advocate for all students and the school, the teacher demonstrates effective professional and interpersonal communication skills.
5. LEARNER-CENTERED PROFESSIONAL DEVELOPMENT: The teacher, as a reflective practitioner dedicated to all students’ success, demonstrates a commitment to learn, to improve the profession, and to maintain ethics and personal integrity.

IV. TEExES Competencies  
Physical Education (09 – all Level) - Domain I – Movement Skills and Knowledge  
Competency 005 – The teacher understands principles, techniques, skills, and safety practices for dance, personal performance activities, cooperative, and nontraditional games, recreational activities, and outdoor pursuits.
V. Course Objectives and Outcomes
This course is designed to enable students to:
At the conclusion of this course, the student will be able to:
1. Define sport management and discuss the scope of opportunities the sport industry presents,
2. Discuss major challenges confronting various segments of the industry;
3. Understand the historical, psychological, sociological, and philosophical foundations of sport;
4. Grasp management and organizational concepts and their application in sport enterprises;
5. Apply information about sport management to diverse populations in an unbiased fashion; and
6. Demonstrate critical professional skills.

VI. Course Topics
The major topics to be considered are
- History of sport management
- Management, marketing, financial, legal & ethical principles applied to sport management
- International, professional, collegiate, high school and youth sports
- Sports agency
- Facility and event management
- Sport sales, sponsorship, communications, and broadcasting
- The sporting goods and licensed products industries
- The health and fitness industry
- Recreational sport
- Strategies for career success

VII. Instructional Methods and Activities
Methods and activities for instruction include:
A. Traditional Experiences include lectures, discussions, and guest speakers.
B. Clinical Experiences include applied assignments that compliment lectures and text readings.
C. Field Experiences will be incorporated by allowing the students to apply lecture materials to a real world situation.

VIII. Evaluation and Grade Assignment
The methods of evaluation and the criteria for grade assignment are:
A. Methods and Percentage of Final Course Grade Each Assessment constitutes

Evaluation will be based on successful completion of the following activities:
1. 4 Tests @ 100 pts = 400
2. 4 Applied Assignments @ 10 pts = 40
3. Participation/Quizzes = 100
4. Event management activity = 50
TOTAL POINTS = 590
Tests: The course will be divided into 4 sections and a test will be given after each section. Each test will be over lectures and assignments. Information concerning these exams will be given as early as possible.

Applied Assignments: Assignments will be given at the end of each section and due the next class meeting. The purpose of the applied assignments is to ensure theoretical lectures become applied knowledge.

B. Grading Scale

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<thead>
<tr>
<th>Grade</th>
<th>Score Range</th>
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<tbody>
<tr>
<td>A</td>
<td>90 – 100</td>
</tr>
<tr>
<td>B</td>
<td>80 – 89</td>
</tr>
<tr>
<td>C</td>
<td>70 – 79</td>
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<tr>
<td>D</td>
<td>60 – 69</td>
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<tr>
<td>F</td>
<td>Below 59</td>
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</tbody>
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IX. Course Schedule and Policies

Tentative Course Outline:

- 8/25 Review of Syllabus
- 8/30 Chapter 1 History of Sport Management
- 9/1 Chapter 2 Management Principles Applied to Sport Management
- 9/6 Chapter 3 Marketing Principles Applied to Sport Management
- 9/8 Guest Speaker – Megan Allen
- 9/13 Chapter 4 Financial and Economic Principles Applied to Sport Management
- 9/15 Chapter 5 Legal Principles Applied to Sport Management
- 9/20 Chapter 6 Ethical Principles Applied to Sport Management
- 9/22 Test #1
- 9/27 Chapter 7 High School & Youth Sport
- 9/29 Chapter 8 Collegiate Sport
- 10/4 Guest Speaker
- 10/6 Activity
- 10/11 Chapter 9 International Sport
- 10/13 Chapter 10 Professional Sport
- 10/18 Chapter 11 Sport Agency
- 10/20 Test #2
- 10/25 Chapter 12 Facility Management
- 10/28 Chapter 13 Event Management
- 10/30 Chapter 14 Sport Sales
- 11/1 Chapter 15 Sport Sponsorship
- 11/3 Test #3
- 11/8 Chapter 16 Sport Communication
- 11/10 Chapter 17 Sport Broadcasting
- 11/15 Chapter 18 Sporting Goods & Licensing Products
- 11/17 Guest Speaker
- 11/22 Chapter 19 Health & Fitness Industry
11/24  Happy Thanksgiving – No Class
11/29  Chapter 20 Recreational Sport
12/1   Chapter 21 Career Preparation
12/6   Chapter 22
      FINAL = Tuesday, May 8th @ 11:00-1:30 pm

Attendance Policy:
Students are required to punctually attend all class meetings. Excused absences are
limited to medical emergencies that can be verified in writing by a physician, or
participation in a TAMU-CC sanctioned event. Late assignments and quizzes will NOT
be accepted. In addition, quizzes and tests cannot be retaken other than for an excused
absence.

Use of Electronic Devices:
To receive the full benefit from this course the use of electronic devices for unrelated
activities (i.e. text messaging, instant messaging, internet surfing, etc) is prohibited. If I
suspect improper use of your electronic device I will ask you to leave. If this problem
persists I will have you removed from the class.

X.  Textbook(s)

XI.  Bibliography

XII. Grade Appeals:
As stated in University Rule 13.02.99.C2, Student Grade Appeals, a student who
believes that he or she has not been held to appropriate academic standards as
outlined in the class syllabus, equitable evaluation procedures, or appropriate grading,
may appeal the final grade given in the course. The burden of proof is upon the
student to demonstrate the appropriateness of the appeal. A student with a complaint
about a grade is encouraged to first discuss the matter with the instructor. For
complete details, including the responsibilities of the parties involved in the process
and the number of days allowed for completing the steps in the process, see
University Rule13.02.99.C2, Student Grade Appeals, and University Procedure
13.02.99.C2.01, Student Grade Appeal Procedures. These documents are accessible
through the University Rules Web site at
http://www.tamucc.edu/provost/university_rules/index.html. For assistance and/or
guidance in the grade appeal process, students may contact the Office of Student
Affairs.

Academic Honesty:
As per the university catalog, “university students are expected to conduct themselves in
accordance with the highest standards of academic honesty. Academic misconduct for
which a student is subject to penalty includes all forms of cheating, such as illicit
possession of examinations or examination materials, forgery, or plagiarism. (Plagiarism is the presentation of the work of another as one’s own). Disciplinary action for academic misconduct is the responsibility of the faculty member assigned to the course. The faculty member is charged with assessing the gravity of any case of academic dishonesty, and with giving sanction to any student involved.

Penalties that may be applied to individual cases of academic dishonesty include one or more of the following:

1. Written reprimand
2. Requirement to re-do work in question
3. Requirement to submit additional work
4. Lowering of grade on work in question
5. Assigning grade of “F” to work in question
6. Assigning grade of “F” for course
7. Recommendation for more severe punishment

The faculty member involved will be responsible for determining the appropriate penalty or penalties for individual cases of academic dishonesty, and may file a record of such offenses in his classes along with any materials involved to his or her college dean. The office of the academic dean of the college which the offense took place will maintain records of all cases of academic dishonesty reported for a period of not more than two years. Any student who has been penalized for academic dishonesty has the right to appeal the judgment or the penalty assessed. The Appeals Procedure will be the same as that specified for grade appeals. The grade appeals procedure may be found in the University Rules manual at: http://www.tamucc.edu/~pioweb/rules/index.htm”.

XIII. Americans with Disabilities Act (ADA)

The ADA is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disability. If you believe you have a disability requiring an accommodation, you must contact the Disability Services Office (DSO) at (361)825-5816 or visit the office in Driftwood 101. Any accommodations needed are required to come through the DSO. The DSO will then contact your professor and set up necessary provisions. Do not seek accommodations directly from your professor because professors do not have the authority to make such decisions/modifications.