PROFESSOR: Dr. Liette Ocker, Island Hall 357, Office Phone 361-825-2670, Fax 361-825-3708.
EMAIL: liette.ocker@tamucc.edu
OFFICE HOURS: Online through Blackboard
COURSE NUMBER: KINE 2314
COURSE NAME: Sport Management
CREDIT: 3 Hours

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

A. 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.
B. 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.
C. EQUITY IN EXCELLENCE FOR ALL LEARNERS: The teacher responds appropriately to diverse groups of learners.
D. LEARNER-CENTERED COMMUNICATION: While acting as an advocate for all students and the school, the teacher demonstrates effective professional and interpersonal communication skills.
E. 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. Student Learning Outcomes
BS Kinesiology  Sport Management  
A. Knowledge of effective personnel management  
B. Knowledge of sports marketing  
C. Knowledge of accounting practices  

V. TExES 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.  

VI. Course Objectives and Outcomes  
This course is designed to enable students to:  
At the conclusion of this course, the student will be able to:  
A. Define sport management and discuss the scope of opportunities the sport industry presents,  
B. Discuss major challenges confronting various segments of the industry;  
C. Understand the historical, psychological, sociological, and philosophical foundations of sport;  
D. Grasp management and organizational concepts and their application in sport enterprises;  
E. Apply information about sport management to diverse populations in an unbiased fashion; and  
F. Demonstrate critical professional skills.  

VII. 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  

VIII. 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 and write a report for several applied assignments.
IX. 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:

- All written work may be subject to submission through www.turnitin.com as a means of determining original work.

Evaluation will be based on successful completion of the following activities:

- 4 Tests @ 50 pts = 200
- 4 Applied Assignments @ 10 pts = 40
- **TOTAL POINTS = 240**

Tests: The course will be divided into 4 sections and a test will be given after each. 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

A = 89.50 – 100
B = 79.50 – 89.49
C = 69.50 – 79.49
D = 59.50 – 69.49
F = Below 59.49

X. Course Schedule and Policies

Tentative Course Outline:

- **SECTION 1**
  - Orientation
  - Read Chapters 1 – 6
  - Applied Assignment #1
  - Test #1

- **SECTION 2**
  - Read Chapters 7 – 9
  - Applied Assignment #2
  - Test #2

- **SECTION 3**
  - Read Chapters 10 & 11
  - Applied Assignment #3
  - Test #3

- **SECTION 4**
  - Read Chapters 12 – 18
  - Applied Assignment #4
Test #4 “Final”
FINAL = Tuesday, May 5th @ 11:00 am

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.

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 Rule 13.02.99.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”.

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.

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.
XI.  Textbook(s)


XII. Bibliography