I. COURSE DESCRIPTION

An applied course designed to provide macro business theories and techniques specifically for the sport professional. Sport business models, financial systems, managerial procedures, and promotion concepts will be offered. No prerequisites are required for this course.

II. RATIONALE

The course provides students with the skills necessary to understand the unique attributes of sport related business. The students will understand the fundamental skills necessary for the strategic management process through assessment, implementation and evaluation. The students will learn how to design a simulated sport business through a thorough appraisal of sport, business, and market research.

III. STATE ADOPTED PROFICIENCIES

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. TExES COMPETENCIES

N/A
V. COURSE OBJECTIVES / LEARNING OUTCOMES

As a result of successfully completing this course, the student will be able to:

A. Evaluate the effectiveness of in-depth business attributes and trends necessary for the sport industry.
B. Classify and incorporate business models appropriate for the field of kinesiology/sport science.
C. Employ appropriate business techniques and incorporate the model to potential sport industries.
D. Explain and execute market research for sport business decision making.
E. Evaluate and determine the best fit managerial styles related to the sport industry.
F. Develop an comprehensive business plan.

VI. COURSE TOPICS

A. Managing Sports
B. The Sport Industry Environment
C. Creative Problem Solving and Decision Making
D. Strategic and Operational Planning
E. Organizing and Delegating Work
F. Managing Change
G. Human Resources Management
H. Behavior in Organizations
I. Team Development
J. Communicating and Motivation
K. Controlling for Quality and Productivity
L. Facilities and Events
M. Business Plan

VII. INSTRUCTIONAL METHODS AND ACTIVITIES

A. Traditional Experiences: lecture, discussions, instructor demonstrations, video, student presentations.
B. Lab Experiences: facility tours, entrepreneur interviews, business plan development.
C. Online Experiences: interactive website assignments, quizzes, exams.

VIII. EVALUATION AND GRADE ASSIGNMENTS

COURSE REQUIREMENTS

A. Successful completion of quizzes and exams.
B. Research an assigned sport industry case study to identify marketing, economic, personnel, and public relations strengths and weaknesses.
C. Develop a business plan.
D. Participate in all class activities.
NOTE: Late assignments will not be accepted. All written work must exhibit a graduate school competency in spelling, grammar, punctuation, and style. Written work with significant mechanical flaws will not be accepted.

1. Midterm 100 pts
2. Final (non-comprehensive) 50 pts
3. Business Research Case Study 50 pts
4. Business Plan 100 pts

TOTAL POINTS = 300 points possible

GRADING SCALE (percent of total grade)
A = 89.50 – 100
B = 79.50 – 89.49
C = 69.50 – 79.49
D = 59.50 – 69.49
F = Below 59.49

Detailed instructions for specific assignments can be found on the KINE 5315 Blackboard homepage

IX. COURSE SCHEDULE & POLICIES

Course Outline

KINE 5315 Concepts in Sport Business
Tentative Course Schedule

29-Aug-11 In Class
5-Sep-11 Blackboard
12-Sep-11 In Class
19-Sep-11 Blackboard
26-Sep-11 In Class
3-Oct-11 Blackboard
10-Oct-11 Blackboard
24-Oct-11 Blackboard
31-Oct-11 Blackboard
7-Nov-11 In Class
14-Nov-11 Blackboard
21-Nov-11 In Class
28-Nov-11 Blackboard
5-Dec-11 In Class
ATTENDANCE POLICY
Students are required to punctually attend all class meetings. Excused absences are limited to participation in a TAMUCC sanctioned event or participation in a religious holy day as outlined in the University catalog. Any assignment, quiz, or test missed due to a TAMUCC sanctioned event must be completed prior to the absence. Coursework, assignments, and quizzes may not be made up due to tardiness. **Consistent and punctual attendance is critical to the successful completion of this course.**

STUDENT CONDUCT
Professional behavior is expected of all students. Inappropriate class conduct (cursing, disruption, etc.) may result in a reduced final grade or failure of the course. All cell phones will be turned off or to the inaudible mode during class. Do not answer a call during class. Do not leave the classroom to answer a call, unless you anticipate an emergency call and warn me prior to class.

**NOTE:** Printing online tests and/or quizzes is strictly prohibited.

**X. TEXTBOOK (required)**

**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 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

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 work.)
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.

If the faculty member determines that assigning a grade of “F” to the course is the appropriate penalty and this disciplinary action occurs prior to the deadline for dropping courses, the student forfeits his/her right to drop the course in question.

The faculty member may file a record of cases of academic dishonesty, including a description of the disciplinary action taken, along with any materials involved, with his or her college dean and the Office of Student Affairs. The office of the academic dean of the college in 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 (See XII above).

XIII. DISABILITIES ACCOMMODATIONS

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, please call or visit Disability Services at (361) 825-5816 in Driftwood 101.

If you are a returning veteran and are experiencing cognitive and/or physical access issues in the classroom or on campus, please contact the Disability Services office for assistance at (361) 825-5816.
KINE 5315 – Concepts in Sport Business
Syllabus Acknowledgment Form

I, (print name)____________________________________________, certify by my signature that I have read and understand the class policies that have been presented in the class syllabus for KINE 5315-Concepts in Sport Business at Texas A&M University-Corpus Christi.

Signature ______________________________________ Date ____________________