KINE 2314 – Introduction of Sport Management

Course Syllabus

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OFFICE HOURS: On-line
COURSE NUMBER: KINE 2314
CREDIT: 3 Hours

I. COURSE DESCRIPTION

KINE 2314 presents an introduction to concepts and practices in the area of sport management. The course uses a unique approach in addressing the substantive aspects of the sports management profession by presenting both the theoretical foundations and subsequent applications of these principles. The course presents a broad overview of the sport management profession including sections on the fundamentals of sport management, human resources management, issues of policy, facility management, marketing and the economics and finance of the sport management industry.

II. RATIONALE

The increasing complexity of the sport industry has created a demand from sport professionals to identify and meet the needs of sport consumers. This course will provide students with the opportunity to learn about the field of sport management process and apply management principles to sport careers.

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

Given lectures, demonstrations, out-of-class readings, applied assignments, and class discussions, the student will be able to:

1. To introduce the field of sport management to students, and to increase students’ awareness of the concepts, scope, organization, and common practices in the sports business industry.

2. To identify major issues in sport management and to provide students with the intellectual tools to analyze those issues.

3. To expose students to the wide variety of possible careers in sport management and to assist them in focusing on a personal career path.

VI. COURSE TOPICS

I. Introduction to Management of the Sports Industry – includes a discussion of the evolution of sport management, unique aspects of the sport industry, and understanding sport management environments. Also includes discussion of the globalization of the sports industry, the need for ethics in sports organizations, and managing diversity within sports.

II. Professional Development within Sport Management – includes discussion of career development and possible careers within sport management. This unit also includes discussion of necessary leadership skills, professional preparation, and career planning.

III. Selected Sport Management Sites – discussion of interscholastic athletics, intercollegiate athletics, youth and community sport, professional sport, sport related tourism, sport management and marketing agencies and the international perspective.

IV. Selected Sport Management Functions – discussion of specific business segments/functions in the sport industry including marketing, public relations, communication, consumer behavior, finance and economics, facility and event management in the sport industry.

V. Challenges & the Future of Sport Management – Questions and their answers are critical to sport managers in our information-based economy. Sport’s most successful 21stcentury managers will be the ones who understand the importance of questions and information in their decision-making. Questions must be designed to yield unbiased answers, and the resulting information must be used appropriately in sport managers’ decisions. When companies ask good questions and obtain precise answers, their planning is enhanced, and, consequently, their bottom lines are healthier. This unit is
designed to help future managers of sport develop the necessary critical thinking skills to ask good questions and develop good solutions.

VII. INSTRUCTIONAL METHODS AND ACTIVITIES

A. Lab Experiences: field experience and interviews.
B. Online Experiences: interactive website assignments, quizzes, exams, online lecture, discussions, instructor demonstrations, video, and online student presentations.

VIII. EVALUATION AND GRADE ASSIGNMENTS

COURSE REQUIREMENTS

A. Lecture Activities.
B. Career Assignment.
C. Online assignments/discussion forums
D. Final Exams, Quizzes

NOTE: Late assignments will not be accepted. All written work must exhibit a high level of competency in spelling, grammar, punctuation, and style. Written work with significant mechanical flaws will not be accepted.

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

<table>
<thead>
<tr>
<th>Category</th>
<th>POINTS</th>
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<tbody>
<tr>
<td>Online Assignments/Discussion Forums/Participation</td>
<td>100</td>
</tr>
<tr>
<td>Career Job Assignment</td>
<td>200</td>
</tr>
<tr>
<td>Quizzes</td>
<td>200</td>
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<tr>
<td>Lecture Activities</td>
<td>200</td>
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<tr>
<td>Final Exam</td>
<td>300</td>
</tr>
<tr>
<td>Total</td>
<td>1000</td>
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Online Quiz Policy:
You will complete online quizzes during the course this semester. Each quiz will have a 30-minute time limit, which may not be exceeded. Quizzes submitted after the time limit will not be accepted. You are responsible for keeping with quiz due dates. Students who miss taking any quiz within the timeframe that the quiz is accessible will receive a grade of zero. Quizzes may be located in Blackboard under the content folder. Quizzes are designed to encourage reading of assigned material and to help your instructor assess your understanding of course related materials during this information "packed" class.
Due dates for quizzes can be found along with all due dates in the content folder. Note: Once you open a quiz, the 30 minute time count-down begins. You have only one attempt at each quiz.

**Lecture Activities:**

Lecture Activities: Many of the chapters have graded activities within each lesson. There is no time limit to complete each lesson, however each lesson has a due date that is found under the content folder. Each lesson is worth 20 points. Lessons will either be drop and drag, crossword puzzle activities or some other form. The softchalk software (which is utilized for the lecture activities) works differently for differing operating systems and browsers. You will have access to a TEST ACTIVITY, which does not count towards your grade. Therefore, try a number of browsers (Google Chrome, Firefox, etc..) to see which one allows you to complete the activity and provides a submit button at the end. Google Chrome seems to work best. Access this activity as many times as needed in order to find the correct browser. THIS IS VERY IMPORTANT FOR YOU TO COMPLETE!

**Online Assignments/Activities:**

Multiple short assignments will be completed throughout the semester. Detailed information about each assignment is posted on the course website. Students will not be able to makeup missed assignments due to unexcused absences. Due dates for assignments can be found along with all due dates in the content folder.

**Career Assignment/Mini Project:**

The purpose of this assignment is to gain valuable knowledge about careers within the sport industry. The job market is increasingly becoming more and more competitive within sport, thus students need to become aware of websites that list sport and recreation jobs and need to learn more about what employers are looking for when hiring staff. Knowing this information, you will learn what you need to do to obtain a desired job within the sport and recreation profession. Detailed instructions and rubric are available on the course website.

**Discussion Board Forums/Online Assignments / Participation:**

Discussion Board Forums are designed to facilitate interactions about a particular thread or topic. You enter the discussion on your time schedule, read the postings, add comments, and introduce new material related to the topic. The purpose of a threaded discussion is to expand your knowledge through the collective research and comments on the subject. All students are expected to actively participate in all Discussion Board Forums. Participation will be graded on the quality of the postings, the use of outside resources, sharing information from agencies and/or specific programs, and contributions to new knowledge in the class. To be successful in online discussion forums, you need to visit the site frequently and become actively engaged in the process.

- Research the topic and add constructive comments and information
- Practice professional netiquette when communicating with others
- Visit the discussion frequently
- Stay on the subject
• Share relevant experiences and external resources
• Strive for quality more than quantity of postings
• Include *open ended questions* in your postings to encourage dialogue

Access to the Discussion Board forums is through Blackboard. Post your responses to the forum no later than the **due date listed in the content folder**.

<table>
<thead>
<tr>
<th>Guidelines to Successful Online Discussion</th>
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<tr>
<td><strong>Excellent (20)</strong></td>
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<tr>
<td>Use of analysis, Synthesis and Evaluation</td>
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<td>Critical and/or creative contribution</td>
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<td>Very clear that readings were understood and incorporated well into responses</td>
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<tr>
<td>Asks questions that extend the discussion and makes insightful, critical comments</td>
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<td>Contributes new information and identifies the source</td>
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Examinations:
There will be a Cumulative Final Exam for the course. Questions are primarily derived from lecture presentations/videos, discussion boards, assignments, and the reading materials. Question format may include multiple choice, true-false, short answer, matching, and/or essay.

Assignments:
All assignments, forums, and quizzes must be submitted online via Blackboard by the due date listed in the content folder. After the deadline, late assignments will NOT BE ACCEPTED, therefore plan on completing each task accordingly.

GRADING SCALE (percent of total grade):

- A = 90 – 100
- B = 80 – 89
- C = 70 – 79
- D = 60 – 69
- F = Below 59

Detailed instructions for specific assignments can be found on the KINE 2314 Blackboard homepage

IX. COURSE SCHEDULE & POLICIES

Course Outline – Tentative and subject to change

<table>
<thead>
<tr>
<th>Week</th>
<th>Topic</th>
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<tbody>
<tr>
<td>7/7-12</td>
<td>Defining Sport Management</td>
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<td></td>
<td>Professional Development</td>
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<td>7/14-19</td>
<td>History of Sport Management</td>
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<td>Organizational Structures</td>
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<td>7/21-26</td>
<td>Sociological Aspects of Sports</td>
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<td>Leadership in Sport</td>
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<td>7/28-8/2</td>
<td>Professional Sport</td>
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<td>Collegiate Athletics</td>
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<td>8/4-6</td>
<td>Sport Agencies and Sport Tourism</td>
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<td></td>
<td>Careers</td>
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<tr>
<td>8/7</td>
<td>FINAL EXAM</td>
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ATTENDANCE POLICY
Students are required to login to Blackboard daily Monday - Friday. The instructor will be checking student access. Failure to login will result in a deduction from the participation grade. One point will be deducted for every two days in which students failed to login.

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. Although you do not physically see your classmates on-line, you are expected to communicate in a professional manner.

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

X. REQUIRED TEXTBOOKS, PUBLICATIONS, AND MATERIALS


Additional Readings will be posted on Moodle or E-Reserve. https://reserves.lib.ncsu.edu/

Additional Resources (Not required but recommended)


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**

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.