I. COURSE DESCRIPTION

This course 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.

II. RATIONALE

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.

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
V. COURSE OBJECTIVES / LEARNING OUTCOMES

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

To introduce the field of sport management to students, and begin to develop awareness of the concepts, scope, organization and common practices in the sports management industry.

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

To provide opportunities for students to be exposed to a wide variety of possible careers in sport management and to assist them in focusing on a personal career choice.

VI. COURSE TOPICS

A. Managing Sport in the 21st Century
B. Professional, Intercollegiate and Youth Sport
C. Management and Leadership in Sport
D. Economics of Sport
E. Sport Tourism
F. Sport Facility and Event Management
G. A look into the future of sport management

VII. INSTRUCTIONAL METHODS AND ACTIVITIES

A. Virtual Experiences: lecture, discussions.
B. Lab Experiences: Chapter Research Assignments.
C. Online Experiences: interactive website assignments, quizzes, exams.

VIII. EVALUATION AND GRADE ASSIGNMENTS

COURSE REQUIREMENTS

A. Lecture Activities
B. Discussion Boards
C. Chapter Quizzes
D. Chapter Assignments
E. Participate in all class activities.
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. All writing assignments will be deducted 1 point for each misspelled word and each grammatical error. This includes homework and discussion board. Completing assignments in which you meet the requirement will earn you a “B” grade at best. An “A” grade is earned by completing the requirements and going above and beyond the requirements.

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

- Chapter Quizzes (12 @ 25 pts each) 300
- Chapter Assignments (5 @ 40 pts each) 200
- Discussion Boards (5 @ 40 points each) 200
- Chapter Lecture Activities 300

Total 1000

Tests: Each test will be cover information related to the lectures, readings and assignments. Information concerning these exams is posted on the Blackboard course calendar.

Chapter Notes: Chapter Quizzes will be given for each chapter’s reading. The purpose of these Quizzes is to improve your content knowledge of each topic covered. These Quizzes will consist primarily of true and false questions. All quizzes will be open on Sunday at 9:00am during the week of the chapter listed on the course schedule. You have until 5pm on Saturday of that week to complete the quiz. You will have only one attempt and be given 50 minutes to complete each quiz.

Discussion Boards: Case studies will be given periodically throughout the course. Due dates will be posted on Blackboard when the assignment is given. The purpose of these case studies is to ensure theoretical knowledge become applied.

Lesson 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 calendar link in blackboard. Each lesson is worth 20 points. Lessons will either be drop and drag or crossword puzzle activities.

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>Date</th>
<th>Topic</th>
<th>Assignment for next class</th>
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<tbody>
<tr>
<td>6/1-3</td>
<td>Chapter 1. Managing Sport in the 21st Century</td>
<td>Lecture Activity Quiz</td>
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<td>Discussion Board (6/1-5)</td>
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<td>6/4-5</td>
<td>Chapter 2. Developing a Professional Perspective</td>
<td>Lecture Activity Quiz</td>
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<td>6/8-10</td>
<td>Chapter 5. Managerial Leadership in Sport Organizations</td>
<td>Lecture Activity Quiz</td>
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<td>Discussion Board (6/8-12)</td>
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<td>6/11-12</td>
<td>Chapter 6. Professional Sport</td>
<td>Lecture Activity Chapter Assignment Quiz</td>
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<tr>
<td>6/15-16</td>
<td>Chapter 7. Intercollegiate Athletics</td>
<td>Lecture Activity Chapter Assignment Quiz</td>
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<tr>
<td>6/17-18</td>
<td>Chapter 9. Youth and Community Sport</td>
<td>Lecture Activity Quiz</td>
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<td>Discussion Board (6/15-19)</td>
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<td>6/19</td>
<td>Chapter 11. Sport Tourism</td>
<td>Lecture Activity Chapter Assignment Quiz</td>
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<td>6/22-23</td>
<td>Chapter 12. Sport Marketing</td>
<td>Lecture Activity Quiz</td>
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<td>6/24-25</td>
<td>Chapter 14. Finance and Economics in the Sport Industry</td>
<td>Lecture Activity Quiz</td>
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<td>Discussion Board (6/22-26)</td>
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<td>6/26</td>
<td>Chapter 15. Sport Facility and Event Management</td>
<td>Lecture Activity Chapter Assignment Quiz</td>
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<td>6/29-30</td>
<td>Chapter 17. Legal Considerations in Sport Management</td>
<td>Lecture Activity Quiz</td>
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<td>Discussion Board (6/27-30)</td>
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<tr>
<td>7/1-2</td>
<td>Chapter 18. Sociological Aspects of Sport</td>
<td>Lecture Activity Chapter Assignment Quiz</td>
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</table>

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.

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

X. TEXTBOOK (required)

Pederson, Parks, Quarterman, & Thibault. (2011) Contemporary Sports Management

XI. BIBLIOGRAPHY

Sport Business Daily (subscription &/or online source at www.SBRnet.com)

Sport Marketing Quarterly (library &/or subscription)

Sport Business Journal (library &/or subscription)

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.