TEXAS A&M UNIVERSITY – CORPUS CHRISTI
KINE 2314 – Sport Management (3 credit hours)

Course Number and Section: KINE 2314.W01
Course Meeting Time and Location: Online
Term: Spring 2018
Office phone: 361-825-3722

Professor: Jeffrey Levine
Office: Island Hall, Room 359
Office hours: T&W, 9 AM-12 PM/appointment
Email: Jeffrey.Levine@TAMUCC.edu

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 students to the foundational concepts of sport management and provides an overview of the structure of the sport industry. Furthermore, the course discusses opportunities available to students in various segments of the sports industry and explains how to employ traditional management skills in sports organizations.

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. 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.

V. Course Objectives/Learning Outcomes
At the conclusion of this course, the student should be able to:
1. Define sport management and discuss the scope of opportunities the sport industry presents,
2. Identify major challenges confronting various segments of the industry;
3. Identify the historical, psychological, sociological, and philosophical foundations of sport;
4. Explain 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:

1. History of sport management
2. Management, marketing, financial, legal & ethical principles applied to sport management
3. International, professional, collegiate, high school and youth sports
4. Sports agency
5. Facility and event management
6. Sport sales, sponsorship, communications, and broadcasting
7. The health and fitness industry
8. Recreational sport
9. Strategies for career success

VII. **Instructional Methods and Activities**

*Methods and activities for instruction include:*

A. Traditional Experiences include weekly readings, discussions, and postings.
B. Clinical Experiences include applied assignments that compliment lectures

C. **Classroom Café:** The Classroom Café will be located in the class’ Blackboard webpage. This is a class forum that is intended to have several purposes. First, it is for posting questions that you may have that pertain to the class. Having specific questions about an assignment due date, a clarifying question on a homework assignment, or a question about a concept from a chapter are all examples of times where it is completely appropriate to post to the Classroom Café. If you have a question, odds are someone else does as well so please post! Check the classroom Café if you do have a question, as someone may have posted there before you.

If you email with a question that I feel should go in the Classroom Café because the entire class would benefit from knowing the answer, I may reply asking that you post the question the Classroom Café. Second, I may try to post interesting articles or discussions for you to check out every now and then (not for points, but to have conversations relevant to class, so please be sure to keep an eye out!).

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**

<table>
<thead>
<tr>
<th>Assessment</th>
<th>Percentage</th>
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<tbody>
<tr>
<td>Discussion Boards</td>
<td>20%</td>
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<tr>
<td>Chapter Quizzes</td>
<td>20%</td>
</tr>
<tr>
<td>Applied Assignments</td>
<td>30%</td>
</tr>
<tr>
<td>Final Exam</td>
<td>30%</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>100%</td>
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</table>

*Discussion Boards:* Weekly discussions will cover material in Chapter and ancillary material. Discussions should demonstrate understand from readings and underlying concepts including correct use of terminology. Postings may ask students to integrate an outside resource, or relevant research, to support important points. All
postings that use outside sources must use APA citation use proper grammar.

Chapter Quizzes: This course will use online quizzes as a part of evaluating student knowledge. Quizzes will be a combination of multiple choice and true/false. They will cover information from the current chapter. You may use your book and notes, however, the quizzes are timed and you will not have time to look up all of the answers.

Assignments: You will receive a variety of assignments throughout the semester. These are designed to link required reading material and discussions to concepts related to the industry field.

Final: There will be a final exam. Questions will cover material from lecture, the textbook, discussion boards, class activities and other relevant materials. Questions may be presented in multiple choice, true false, matching, short answer, and essay form.

Extra Credit: Periodically, extra credit opportunities will be available to students.

B. Grading Scale

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<tr>
<th>Grade</th>
<th>Range</th>
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<tbody>
<tr>
<td>A</td>
<td>90–100</td>
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<tr>
<td>B</td>
<td>80–89</td>
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<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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IX. Course Schedule and Policies

Tentative Course Outline:

<table>
<thead>
<tr>
<th>Week #1</th>
<th>Review Syllabus &amp; Ch. 1</th>
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<tbody>
<tr>
<td>Week #2</td>
<td>Ch. 2 &amp; Ch. 6</td>
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<tr>
<td>Week #3</td>
<td>Ch. 3</td>
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<tr>
<td>Week #4</td>
<td>Ch. 4</td>
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<tr>
<td>Week #5</td>
<td>Ch. 5</td>
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<tr>
<td>Week #6</td>
<td>Ch. 14 &amp; Ch. 15</td>
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<tr>
<td>Week #7</td>
<td>Ch. 12 &amp; Ch. 13</td>
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<td>Week #8</td>
<td>Ch. 16 &amp; Ch. 17</td>
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<tr>
<td>Week #9</td>
<td>Spring Break</td>
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<tr>
<td>Week #10</td>
<td>Ch. 7 &amp; Ch. 20</td>
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<tr>
<td>Week #11</td>
<td>Ch. 8</td>
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<tr>
<td>Week #12</td>
<td>Ch. 9</td>
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<tr>
<td>Week #13</td>
<td>Ch. 10 &amp; Ch. 11</td>
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<tr>
<td>Week #14</td>
<td>Ch. 21</td>
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“Students majoring in Kinesiology must complete ALL kinesiology/health-related courses (e.g. courses with a KINE or HLTH prefix) with a grade of “C” or better.”
X. CLASS POLICIES

A. Attendance online is asynchronous meaning that readings, discussions and assignments will be posted at the beginning of the week (Monday morning) and will be due at the end of the week (Sunday evening at 11:59pm). Students are expected to actively participate in class discussions and activities. With the flexibility of the online class and assignment due dates, all students should have sufficient time to complete all quizzes, assignments and quizzes. The student is responsible for informing the instructor if class participation will be affected by “approved university business”. Excused absences are limited to medical emergencies that can be verified in writing by a physician, or participation in a TAMU-CC sanctioned event.

B. Late assignments and quizzes will not be accepted. In addition, quizzes and tests cannot be retaken other than for an excused absence. The student must provide the instructor reasonable warning of the absence at the earliest opportunity (such as a schedule of out-of-town games). Documentation of university-approved commitments is required by the instructor. Documentation for absences due to personal emergencies may be requested by the instructor. Make up opportunities will NOT be permitted for class-work or assignments missed due to UNEXCUSED absences. Assignments are due the day they are scheduled to be due at the time they are scheduled.

C. Make-up exams are given only under dire circumstances in which prior permission from the instructor is required.

D. Appropriate Classroom Behavior: students are asked to be respectful of their fellow classmates and the instructor when participating in this course. Each person is entitled to their opinion, and encouraged to express that opinion. However, please do so in an appropriate and respectful manner. Also, students are expected to be prepared for each class, and be focused on the activities of the class. Appropriate questions and discussions are welcome during the course, whether it be on discussion boards, the Classroom Café, or in other forums. Although this is an online course, respect, professionalism, and courtesy are expected at all times. Students who are exhibit rude or disrespectful behavior to others may result in a reduced final grade or failure of the course.

E. University students are expected to conduct themselves in accordance with the highest standards of academic honesty. Academic or scholastic dishonesty, including plagiarism, collusion, or cheating on any examination, test, or classroom assignment will be treated with the greatest severity. See the student catalog for consequences of student misconduct.

XI. Textbook(s)

XII. Bibliography
XIII. 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”.

XIV. Disabilities Accommodations

The Americans with Disabilities Act (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 disabilities. If you believe you have a disability requiring an accommodation, please call or visit Disability Services at (361) 825-5816 in CCH 117. 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.

XV. Statement of Civility

Texas A&M University-Corpus Christi has a diverse student population that represents the population of the state. Our goal is to provide you with a high quality educational experience that is free from repression. You are responsible for following the rules of the University, city, state and federal government. We expect that you will behave in a manner that is dignified, respectful and courteous to all people, regardless of gender, ethnic/racial origin, religious background, age, sexual orientation or disability. Behaviors that infringe on the rights of another individual will not be tolerated.

http://falcon.tamucc.edu/~students/JAffairs/ja_hndbk_academic_info.htm

XVI. Statement of Academic Continuity

In the event of an unforeseen adverse event, such as a major hurricane and classes could not be held on the campus of Texas A&M University–Corpus Christi; this course would continue through the use of Blackboard and/or email. In addition, the syllabus and class activities may be modified to allow continuation of the course. Ideally, University facilities (i.e., emails, web sites, and Blackboard) will be operational within two days of the closing of the physical campus. However, students need to make certain that the course instructor has a primary and a secondary means of contacting each student.

XVII. Dropping a Class

I hope that you never find it necessary to drop this or any other class. However, events can sometimes occur that make dropping a course necessary or wise. Please consult with your academic advisor, the Financial Aid Office, and me, before you decide to drop this course. Should dropping the course be the best course of action, you must initiate the process to drop the course by going to the Student Services Center and filling out a course drop form. Just stopping attendance and participation WILL NOT automatically result in your being dropped from the class. April 6 is the last day to drop a class with an automatic grade of “W” this term.
KINE 2314 Sport Management
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 2314 Sport Management.

Signature ______________________________________ Date ____________________