Southern Methodist University

APSM 2310 (Section 002) Contemporary Issues in Sport Management (3 credits)

Course Syllabus

Class Time: Tuesday/Thursday 11 a.m.-12:20 p.m., Simmons Hall 144

Spring 2012

Department of Applied Physiology & Wellness

Annette Caldwell Simmons School of Education and Human Development

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Office hours: By Appointment

Required Text (and online subscription):
Masteralexis, L.P., Barr, C.A. Hums, M.A., Principles and practice of sport management, 4th Ed. Sudbury, MA: Jones and Bartlett.

Street & Smith's Sports Business Journal (hard copy OR online subscription) -12 week subscription
All APSM 2310 students are required to have a full or half subscription to the Sports Business Journal. If you are enrolled in APSM 2310, you can pay for your own subscription or you can share a single subscription with a maximum of one (1) other student. Any student who does not either subscribe or have a subscription with a single partner, will not be eligible to complete the four (4) Sports Business Journal Assignments throughout the semester, which are worth 10% of the final grade. Students must order the 12-week option for the Journal (**not** the Sport Business Daily). Ordering information will be provided on Thursday, Jan. 19 (our second day of class).

Course Description:
This course explores the functional areas of business, management principles, contemporary issues and future considerations for organizations within the sports industry.

Course Objectives:
After successfully completing the course, students will be able to

1. Define sport management and discuss the nature and scope of opportunities in the sport industry;
2. Explain the importance of a professional perspective;
3. Exhibit critical professional skills and attitudes;
4. Critically evaluate major challenges confronting various segments of the industry;
5. explain the relevance of ethical, legal and sociological concepts to the management of sport;
6. Demonstrate an understanding of theories of management, leadership, and organizational behavior and how these theories are applied in sport enterprises;
7. Demonstrate an appreciation of diversity through use of unbiased language and an inclusive approach to public relations;
8. Identify research questions in sport management and demonstrate the ability to analyze and interpret published research; and
9. Become members of the profession who will have a positive influence on how sport is managed in the future.

Course Content

Date	Day	Topic/Content	Assignments/Activities
Jan 17	Tues	Course Introduction & Syllabus Overview	
Jan 19	Thur	Sports Business Journal Overview	Read Chapter 1
Jan 24	Tues	History of Sport Management	
Jan 26	Thur	"Not Just A Game – Power, Politics and Sports in America"	Video and Discussion Read Chapter 2
Jan 31	Tues	Management Principles Applied to Sport Management	Read Chapter 3
Feb 2	Thur	Sports Marketing	Read Chapter 4
Feb 7	Tues	Financial/Economic Principles Applied to Sport Management	Read Chapter 5 & 6
Feb 9	Thur	Legal and Ethical Principles Applied to Sport Management **In-class SBJ Assignment (SBJ #1)**	**In-class SBJ Assignment (SBJ #1)** **Please bring Laptop to Class**
Feb 14	Tues	In-class Guest Speaker and Review for Test #1	**Guest Speaker:** **APSM orientation,** **Dr. Peter Gifford**
Feb 16	Thur	**TEST #1**	**TEST #1** Read Chapter 7
Feb 21	Tues	Amateur Sports: High School and Youth Sports	Read Chapter 8
Feb 23	Thur	Amateur Sports: Collegiate Sport	Read Chapter 9
Feb 28	Tues	The Globalization of Sport	Read Chapter 10
Mar 1	Thur	Professional Sport	Read Chapter 11
Mar 6	Tues	Sports Agency **In-class SBJ Assignment (SBJ #2)**	**In-class SBJ Assignment (SBJ #2)** **Please bring Laptop to Class** Read Chapter 12
Mar 8	Thur	Facility Management	Read Chapter 13
Mar 13	Tues	**SPRING BREAK**	
Mar 15	Thur	**SPRING BREAK**	
Mar 20	Tues	Event Management	Read Chapter 14

Mar 22	Thur	Sales in the Sports Industry **In-class SBJ Assignment** **(SBJ # 3)**	Read Chapter 15 **In-class SBJ Assignment** **(SBJ # 3)** **Please bring Laptop to Class**
Mar 27	Tues	Sport Sponsorship Review for Test # 2	Review for Test # 2
Mar 29	Thur	**TEST #2**	**TEST # 2** Read Chapter 16
Apr 3	Tues	Sport Communications; PR and IMC	Read Chapter 17
Apr 5	Thur	Sport Broadcasting and Media Relations **In-Class SBJ Assignment (SBJ # 4)**	**In-class SBJ Assignment** **(SBJ #4)** **Please bring Laptop to Class**
Apr 10	Tues	Sport Broadcasting and Media Relations (continued)	Read Chapter 18
April 12	Thur	Non-traditional media "new" media in the Sports Industry	Read Chapter 19
Apr 17	Tues	Licensed Products –The licensing business of Sport Sporting Goods/Retailing of Sport	**DUE: Research Paper** Read chapter 22
Apr 19	Thur	Career Preparation & Strategies, Part I	
Apr 24	Tues	Career Preparation &Strategies, Part II	
Apr 26	Thur	Review for Final Exam (in-class review)	In-class review for final exam
May 1	Tues	**No class** (Review time for Final Exam)	No class –study day for final on May 3
May 3	Thursday	**APSM 2310 Final Exam** University-scheduled Final Exam Time: **THR, May 3, Time: 8-11 a.m.**	**Final Exam**

Class Format

A. Lectures
B. Assignments—readings, engaged learning activities
C. Small-group work
D. Sport Management Videos
E. Class discussions
F. Field Trip/Experiential Learning

Course Requirements:

SBJ Assignments – In-class online research assignments (4 total assignments; **10%** of final grade). Students will need to bring laptops to class for these four (4) in-class SBJ assignments.

Class Outing/Field Trip: Event and date TBD. Attendance at this event is mandatory, unless you have a class or conflicting SMU-sanctioned event **(5%** of total grade).

Case Studies- These are unannounced and will take place throughout the semester to reward students who attend class and stay up on the readings (**5%** of total grade).

Tests (2) – These tests (Test # 1 and Test # 2) are based on the text(s), SBJ, videos, articles, and lecture notes from the sports and industry-related lectures (Test #1 is **20%** of final grade; Test # 2 is **20%** final grade).

Sport Research Paper -Students will write a research paper on a contemporary issue in the sports industry as approved by the profession. This paper should be 6-8 pages (8 pages maximum) in length (**10%** of final grade).

Final Exam: This exam is based on the text(s), SBJ, videos, articles and lecture notes from the sports industry-related lectures and will count for **25%** of your final grade.

Class participation and Professionalism: Students are expected to complete the assigned readings prior to the corresponding class lecture. Students will be given several opportunities to represent their ideas and engage in class discussion throughout the semester; all students are expected to attend class and actively participate in class (**5%** of final grade)

Grading Criteria:

SBJ Assignments (Subscriber code required)	10%
Class Outing (Field Trip)	5%
Case Studies	5%
Test #1	20%
Test #2	20%
Sport Research Paper	10%
Final Exam	25%
Professionalism/Participation	5%
	100%

Please see below attendance policy on how this affects your overall grade.

Attendance Policy:

Deductions of points toward the overall grade (of up to 5 points total) from official/counted absences will occur in accordance with the following breakdown:

T/THR classes: 0-2 absences = 0 points lost; 3-4 absences= 3 points lost; >4 absences = 5 points lost.

Re-grade Policy

Students wishing to have the credit awarded on an assignment or test reconsidered, have the option to do so. Re-grade requests *must be made within one class period of the return of the test or assignment to the student*. The full assignment or test will be re-graded and results, either positive or negative will be binding. Requests not made within one class of student receipt will not be considered.

Grade Scale:

94-100 = A	90-93 = A-
87-89 = B+	84-86 = B
80-83 = B-	77-79 = C +
74-76 = C	70-73 = C-
67-69 = D+	64-66 = D
60-63 = D-	Below 60 = F

Course Policies:

Professionalism & Participation: 100% punctual attendance is expected. Students are expected to be prepared for class and to conduct themselves in a professional manner at all times. *All electronic devices are to be off during class except with permission of the instructor*. Students are responsible for checking SMU email on a daily basis and Blackboard on a regular basis for notices from the university or from instructors. Please refer to professionalism rubric in syllabus.

Due Dates: Hard copies of all assignments must be turned in at the beginning of class on the date listed in the syllabus. Absence from class does not constitute notification about a late assignment. If an absence is unavoidable, the student is responsible for emailing the assignment to the instructor on time or making arrangements to have the assignment delivered on time by another student. Computer/printer failures are not acceptable reasons for late assignments.

Quality of Work: All written work must be typed (unless otherwise instructed) and must meet the high quality standards expected of an outstanding student and future professional.

Requests for Help with Assignments: Students should feel free to talk to the instructor or teaching assistant, or email the instructor about any assignment; however, the student should always make an effort to begin the assignment before asking for help. Emailing the instructor the night before a long-term assignment is due is not an optimal time for questions.

Requests for Grades of Incomplete: Consult the University Catalog for policies regarding grades of Incomplete.

Disability Accommodations: Disability Accommodations: Students needing academic accommodations for a disability must first be registered with Disability Accommodations & Success Strategies (DASS) to verify the disability and to establish eligibility for accommodations. Students may call 214-768-1470 or visit http://www.smu.edu/alec/dass to begin the process. Once registered, students should then schedule an appointment with the professor to make appropriate arrangements.

Religious Observance: Religiously observant students wishing to be absent on holidays that require missing class should notify their professors in writing at the beginning of the semester, and should discuss with them, in advance, acceptable ways of making up any work missed because of the absence (See University Policy No. 1.9).

Excused Absences for University Extracurricular Activities: Students participating in an officially sanctioned, scheduled University extracurricular activity will be given the opportunity to make up class assignments or other graded assignments missed as a result of their participation. It is the responsibility of the student to make arrangements with the instructor prior to any missed scheduled examination or other missed assignment for making up the work (University Undergraduate Catalogue).

Sport Research Paper Rubric. This paper should be 6-8 pages in length (8 pages maximum) and written in APA style. This paper is weighted 10% of your final grade.

Criteria	4 points	3 points	2 points	1 point
Organization	Information is very organized with well-constructed paragraphs and subheadings.	Information is organized with well-constructed paragraphs.	Information is organized, but paragraphs are not well-constructed.	The information appears to be disorganized.
Paragraph Construction	All paragraphs include introductory sentence, explanations or details, and concluding sentence.	Most paragraphs include introductory sentence, explanations or details, and concluding sentence.	Paragraphs included related information but were typically not constructed well.	Paragraphing structure was not clear and sentences were not typically related within the paragraphs.
Relevance of Information	Information clearly relates to the main topic. It includes several supporting details and/or examples.	Information clearly relates to the main topic. It provides 1-2 supporting details and/or examples.	Information clearly relates to the main topic. No details and/or examples are given.	Information has little or nothing to do with the main topic.
Mechanics	No grammatical, spelling or punctuation errors.	Almost no grammatical, spelling or punctuation errors	A few grammatical, spelling or punctuation errors.	Many grammatical, spelling or punctuation errors.
Sources	All sources are accurately documented in the desired format (APA).	All sources are accurately documented, but a few are not in the desired format (APA).	All sources are accurately documented, but many are not in the desired format (APA).	Some sources are not accurately documented. Student did not follow APA formatting for the majority of the paper.

Professionalism and Participation Rubric (5% of final grade)

Professionalism	Excellent professionalism in the classroom. Conducts oneself in a professional manner in the classroom. (not disruptive to other students or professor by chit chat or use of electronic devices). **(3)**	Most often conducts oneself in a professional manner; however, is somewhat disruptive by talking (chit chat) or use of electronic devices violating the no electronic devices in classroom policy. **(2)**	Student often violates our no electronic devices in classroom policy or classroom professionalism policy by talking (chit chat). Student does not conduct his/herself in a professional manner for the majority of the semester. **(1)**	Student excessively violates in-class professionalism by use of electronic devices or by talking (chit chat) throughout the semester. Blatant disregard for classroom professionalism**. (0)**

Interaction/participation in classroom discussions	always a willing participant, responds frequently to questions; routinely volunteers point of view **(2)**	often a willing participant, responds occasionally to questions; occasionally volunteers point of view **(1.5)**	rarely a willing participant, rarely able to respond to questions; rarely volunteers point of view **(1)**	never a willing participant, never able to respond to questions; never volunteers point of view **(0)**