

**Annette Caldwell Simmons School of Education and Human Development**

Department of Applied Physiology and Wellness

**APSM 2310 Contemporary Issues in Sport Management  
Course Syllabus**

**Spring 2012, MW, 11:00am – 12:20pm**

**Instructor:** Michael Stone

**Email:** mhstone@smu.edu

**Telephone:** 214-768-1035

**Office hours:** By Appointment

**Required Texts and Materials**

Masteralexis, Lisa P., Barr, Carol A. Hums, Mary A., *Principles and Practice of Sport Management*, 4th ed. Sudbury, Massachusetts: Jones and Bartlett Publishers.

Street & Smith's Sports Business Journal (<http://FORMSportbusinessDaily.com/candu/subscribe/2146>)

**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

- A. Introduction to Sport Management
  - 1. Sport Management: An Overview
  - 2. Developing a Professional Perspective
  - 3. Thinking Critically About Sport Management
- B. Social and Behavioral Foundations of Sport Management
  - 1. Legal and Ethical Considerations in Sport Management
  - 2. Sociological Aspects of Sport and Physical Activity
- C. Organizational and Managerial Foundations of Sport Management and Organization
  - 1. Sport Organization Managers and Organizational Behavior
  - 2. Managing and Leading Sport Organizations
- D. Selected Functional Areas of Sport Management
  - 1. Sport Marketing
  - 2. Public Relations in the Sport Industry
  - 3. Finance, Economics, and Budgeting in the Sport Industry
  - 4. Sport Facility and Event Management
  - 5. Intercollegiate Athletics
  - 6. Professional Sport
  - 7. Sport Management and Marketing Agencies
  - 8. Sport Tourism
  - 9. International Sport
- E. The Future of Sport Management
  - 1. Questions, Answers, and Sport Management Research
  - 2. Understanding Sport Management Research

## Class Format

- A. Lectures
- B. Guest speakers
- C. Assignments—readings, learning activities
- D. Small-group work
- E. Sport Management Videos
- F. Class discussions

Assignments should focus on following directions, spelling and grammar, and quality of content. All assignments must be typed and double-spaced with 12-point font and one-inch margins all around. At the top and flush right of your paper, type in your name, the title of the learning activity, the name of this course, and the submission date.

## Course Requirements:

**Class Participation and Attendance:** Students are expected to complete the assigned reading 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.

**Research Paper:** Students will write a research papers on a contemporary issue in the sports industry as approved by the professor. The paper is a minimum of ten pages in length.

**Mid-Term Exam:** This exam is based on the text(s) and lecture notes from the sports industry-related lectures.

**Final Exam:** This exam is based on the text(s) and lecture notes from the sports industry-related lectures

## Grading Criteria:

Attendance	5%
Participation	5%
Research Paper (Sports Industry)	25%
SBJ Assignments (Subscriber Code Required)	10%
Mid-Term Exam	25%
<u>Final Exam</u>	<u>30%</u>
	100%

## 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.

**Research Papers Rubric:** 20 possible points

<b>Criteria</b>	<b>4 points</b>	<b>3 points</b>	<b>2 points</b>	<b>1 point</b>
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.
Quality 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 (information and graphics) are accurately documented in the desired format.	All sources (information and graphics) are accurately documented, but a few are not in the desired format.	All sources (information and graphics) are accurately documented, but many are not in the desired format.	Some sources are not accurately documented.

**Grade Scale:**

94-100 = A  
87-89 = B+

90-93 = A-  
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

**Attendance Policy:**

Deductions of points toward the overall grade (up to 5 points total) for unofficial/counted absences will occur in accordance with the following rubric:

MWF classes: 0-2 absences = 0 points lost; 3-4 absences= 3 points lost; >4 absences = 5 points lost.

**Course Policies:**

**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 e-mailing 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 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 email the instructor about any assignment. However, the student should always make an effort to begin the assignment before asking for help. E-mailing 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:** Students needing academic accommodations for a disability must first contact Ms. Rebecca Marin, Coordinator, and Services for Students with Disabilities, (214-768-4557), to verify the disability and establish eligibility for accommodations. They should then schedule an appointment with the professor to make appropriate arrangements. (See University Policy No. 2.4.)

**Religious Observance:** Religiously observant students wishing to be absent on holidays that require missing class should notify their professor 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 Catalog)

