

SOUTHERN METHODIST UNIVERSITY
Annette Caldwell Simmons School of Education & Human Development
Department of Applied Physiology and Wellness
Applied Physiology and Sport Management
APSM 3340-001 – Applied Management Skills in Sports & Fitness (3 credits)
Course Syllabus – SUMMER 2019 (June A)

Professor: Richard Toomer
Email: rtoomer@smu.edu
Class: M-F 2:00 - 6:00 p.m.
Location: Simmons Hall #138 or 144

Office: Simmons Hall #306D
Office Phone: (214) 768-1742
Office Hours: M-F 12:00 - 1:00 p.m.
& By Appointment

I. COURSE MATERIALS

REQUIRED:

- TEXT: Lussier, Robert N. and Kimball, David C, 2014. Applied Sport Management Skills (2nd Edition)
- Class website: Canvas – <https://canvas.smu.edu> or <https://smu.instructure.com>
- Trade Periodicals/Sports Trade Resources: Sports Business Daily, Sports Business Journal, #HashtagSports, and other sports news websites listed on Canvas
- Handouts in class; readings for and notes from Guest Speakers
- Prerequisites: APSM 2310 - Contemporary Issues in APSM

II. COURSE OVERVIEW

The course presents an in-depth analysis of the relationship of sport & entertainment, fitness and health management. It includes studies on sporting goods manufacturers, broadcast entities, high school sport, NCAA and professional sport organizations. The course highlights the functions of planning, organizing, leading and controlling as they relate to the management of a sport organization. In addition, the course involves the development of a group-created SWOT analysis and formal presentation.

III. COURSE LEARNING OUTCOMES & OBJECTIVES

At the conclusion of the course, students will be able to do the following:

- Recognize and develop a deep understanding of the four management functions and skills that you need in order to be an effective sport manager: planning, organizing, leading and controlling.
- Demonstrate usage of sports marketing terminology and theory related to the sports industry.
- Develop a habit of immersing themselves in current sports and entertainment resources (periodicals, news, social update), and develop strategies to activate on that information.
- Describe the challenges confronting managers of sport organizations and develop alternative means of meeting those challenges.
- Develop and execute an approach that has the greatest chances for successful group performance while working within a team environment.
- Improve knowledge and skills related to networking, professionalism and personal branding.
- Enhance ability to clearly articulate why they desire to work in the sports and entertainment industry.

IV. METHOD OF EVALUATION & DELIVERABLES

- **TESTS 1 AND 2**

The tests will potentially be comprised of multiple choice, fill-in, true/false questions, and short essays. The content of the tests will be based on course lectures, assigned readings, discussions, and classroom activities. The tests will take place in class.

- **QUIZZES**

Quizzes will be comprised of questions from the class text, SBD, SBJ, D1 Tracker, #HashtagSports, and other readings as assigned. The quizzes will take place in class.

- **CLASS ATTENDANCE, PARTICIPATION, AND PROFESSIONALISM**

Students are expected to be seated and prepared for class at the designated class start time and are expected to meet 100% punctual attendance. A class attendance role call will occur at the start of each class. **Attendance when a Guest Speaker is invited to class is mandatory.** **Absence of a mandatory class without prior approval from the Professor counts as a two (2) class absence, and will be reflected in their Class Attendance, Participation, and Professionalism score.**

Class participation is encouraged in every possible manner. Attendance is not participation. Each student should be prepared to contribute to class discussion in every class. There will be plenty of opportunities for voluntary participation during the lectures and students are strongly encouraged to do so. It is important to build upon each other's comments in class discussion and this requires attentive listening. If necessary, this Professor may feel compelled to "cold call" on a student to get his/her opinion on a topic being discussed.

This Professor also expect students to conduct themselves professionally in class as they would in any business setting. Late arrivals, side conversations, inappropriate use of technology, and walking in and out of class once class has begun are behaviors that are rude, unprofessional, and distracting to their fellow students and the learning environment. These kinds of repeated disruptions will count significantly against their Professionalism score.

The semester Class Attendance, Participation, and Professionalism score (a maximum of 10%) is based upon class attendance, participation, and each students' professionalism. This Professor will evaluate these based on how often the student come to class, the quality of their participation while in class, and the professionalism as a student. **Each student will begin the semester with 7 out of the possible 10%.** For example, if they always attend class, voluntarily participate in discussions with insight and engagement, and are highly professional in their attitude, class involvement, and behavior, the score will increase. If they do "the basics", regularly attend class, only participate when prompted, and are generally professional in their attitude and behavior, the student's score will remain at 7%. If they miss classes, never participate, and are unprofessional, their score will decrease.

Deductions of points toward the overall grade (of up to 10% total from your overall grade) from official/counted absences will occur in accordance with the following breakdown:

1-2 absences = 2% lost; 3-4 absences= 4% lost; 5-6 absences= 6% lost; 7 or more absences = 10% lost.

To avoid the penalty ('0') of a missed class, students will need to inform the Professor as soon as possible and then provide a copy of **proof** for medical reasons (with doctor's note), sport competition (letter from coach with phone number), or death in the family (notice of death or obituary). No other reasons will be accepted. If the absence is justified, the student

will not be penalized. In these instances, the final mark for the exercises will be calculated according to the number of exercises completed.

- **TEAM PROJECT**

Working in a professor assigned group as a team over the entire semester, each team will develop a comprehensive SWOT analysis of a sport organization of their choosing. The group will prepare and submit a professionally produced, full-color, hard copy of their plan as well as present a 30-minute oral presentation to the class at the end of the semester. Detailed information regarding the plan and presentation will be provided in class on Project Kick-off day and on Canvas. Overall grade on the project will be based on quality of the written and oral presentations and peer evaluations. **Note:** for non-attendance at the oral presentation an individual group member will receive a 5% reduction.

- **FINAL EXAM**

The Final Exam will potentially be comprised of multiple choice, fill-in, short answer, and essay questions. It will be cumulative. The exam will be based on course lectures, readings, handouts, discussions, guest speaker presentations, case studies, and class activities.

V. COURSE EVALUATION

The Deliverables for this course will be evaluated as follows:

Test #1	10%
Test #2	10%
Quizzes (4 x 2% points each)	8%
Class Attendance, Participation, Professionalism	10%
Team Project:	
Written Component	20%
Oral Presentation	12%
Peer Evaluation	5%
Final Exam	<u>25%</u>
Total Grade	100%

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

Re-Grade Policy

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

Requests for Grades of Incomplete: Kindly consult the University Catalog for policies regarding Grades of Incomplete.

VI. SCHEDULE, TOPICS & READINGS

(Subject to change. Some topics, and the order of topics may change to accommodate guest speakers' schedules)

DAY/ DATE	SCHEDULE	CLASS TOPICS	READINGS / ASSIGNMENTS / DELIVERABLES
1/ Monday June 3	Session 1	Course Introduction & Syllabus Overview	
	Session 2	Project Kick-off	
	Session 3	What Does Sports Mean to You?	
	Session 4	Managing Sports	Chapter 1
2/ Tuesday June 4	Session 5	The Sports Industry Environment	Chapter 2
	Session 6	Creative Problem Solving & Decision Making	Chapter 3
	Session 7	Strategic & Operational Planning	Chapter 4
3/ Wednesday June 5	Session 8	Organizing & Delegating Work	Chapter 5
	Session 9	Sport Culture, Innovation, & Diversity	Chapter 6
	Session 10	Human Resources Management	Chapter 7
4/ Thursday June 6	Session 11	Behavior in Organizations	Chapter 8
	Session 12	Team Development	Chapter 9
	Session 13	Communicating for Results	Chapter 10
	Session 14	Test 1	Test 1 (Chapters 1-7)
5/ Friday June 7	Session 15	Motivating to Win	Chapter 11

	Session 16	Leading to Victory	Chapter 12
6/ Monday June 10	Session 17	Networking & Professionalism	
	Session 18	Controlling for Quality & Productivity	Chapter 13
	Session 19	Facilities & Events	Chapter 14
7/ Tuesday June 11	Session 20	Guest Speaker	
	Session 21	Group Project Work Day & Group Meetings With Professor	ACSH Conference Room #306J (Third Floor)
	Session 22	Group Project Work Day & Group Meetings With Professor	ACSH Conference Room #306J (Third Floor)
	Session 23	Group Project Work Day & Group Meetings With Professor	ACSH Conference Room #306J (Third Floor)
8/ Wednesday June 12	Session 24	Test 2	Test 2 (Chapters 8-12)
9/ Thursday June 13	Session 25	PRESENTATIONS	
	Session 26	PRESENTATIONS	
	Session 27	PRESENTATIONS	
	Session 28	PRESENTATIONS	
10/ Friday June 14		NO CLASS – STUDY DAY	
11/ Monday June 17		FINAL EXAM (2:00 - 6:00 p.m.)	Simmons Hall #138 or 144

VII. GENERAL COURSE POLICIES

TECHNOLOGY POLICY

The in-class use of laptop computers or tablets are restricted, with the exception for academic use such as note taking, referencing a case, in-class assignments, etc. They are **NOT** to be used or visible when a guest speaker is in class or during any Team Project Presentation.

The use of cell phones, audio recording devices, and cameras are strictly prohibited for use during all class sessions. These devices are to be put away and out of sight.

Failure to follow this Technology policy without the prior approval of the Professor can result in a significant reduction in your Professionalism score, up to receiving a zero for your semester Professionalism score.

DUE DATES

All Deliverables must be turned in on the date listed on the Syllabus and/or published by the Professor on the class website (i.e., Canvas). The score of a late Deliverable will be reduced by 10% or as noted on the rubric for the Deliverable, if applicable. For each additional day a Deliverable is late, the score will be reduced by 10% each day. Students are also responsible for making up missed work.

All assignments must be typed, unless otherwise indicated by the Professor, and must meet the high quality standards expected of an outstanding student and future professional. At this stage of the student's academic career, spelling, grammar, formatting, organization, and factual data will all be reviewed carefully.

ACADEMIC INTEGRITY

Academic dishonesty will not be tolerated. Honor code violations include Cheating, Academic Sabotage, Fabrication, Plagiarism, and/or Facilitating Academic Dishonesty (see the SMU Honor Code or "Code"). Students who violate the Code are subject to disciplinary penalties by the Professor including the possibility of a failure or "F" in this course and/or referral to the University Honor Council. The class will be mindful that academic dishonesty not only harm the student, but all students and the integrity of the University, therefore, violations of the Code will be strictly enforced.

VIII. UNIVERSITY POLICIES

DISABILITY ACCOMODATIONS

Students needing academic accommodations for a disability must first be registered with Disability Accommodations & Success Strategies (DASS). Students can call 214-768-1470 or visit <https://www.smu.edu/Provost/ALEC/DASS> to begin the process. Once registered, students should then schedule an appointment with the Professor as early in the semester as possible, present a DASS Accommodation Letter, and make appropriate arrangements. Please note that accommodations are not retroactive and require advance notice to implement.

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 ACTIVITES

Students participating in an officially sanctioned, scheduled University extracurricular activity should 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. (See [2018-2019 University Undergraduate Catalogue](#))

VALUING DIVERSITY

The diversity students bring to class is a valuable resource because varied backgrounds and opinions enhance discussion. Research suggests that learning improves by exposure to diversity in the classroom. It is the Professor's intent to present materials and activities that utilize and are respectful of diversity: gender, sexual orientation, disability, age, socio-economic status, ethnicity, race, culture, perspective, and other background characteristics. The Professor welcomes and appreciates students' suggestions about how to improve the value of diversity in this course.

Students should feel free to let the Professor know ways to improve the effectiveness of the course for them or for other students or student groups.

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