**AUBURN UNIVERSITY**

**SYLLABUS**

**1. Course Number:** KINE 5820

**Course Title:** Sport Management

**Credit Hours:** 3

**Prerequisites:** No prerequisites or co-requisites are required for this course. However, junior/senior level status is required for 5820.

**2. Term:** Fall 2012

**Meeting Days/Time:** M/W/F 12:00 – 12:50 PM

**Meeting Location:** Memorial Coliseum 2043

**Instructor:** Khalil Lee

**Office Address:** Memorial Coliseum 2118

**Office Phone:** 844-1479

**Email:** kal0017@auburn.edu

**Office Hours:** 9:00 AM – 3:00 PM

**3. Recommended Text and Resources:**

1. Pedersen, Parks, Quarterman, & Thibault (2011) Contemporary Sport Management 4th Edition, Human Kinetics. (ISBN-13: 9780736081672)

2. Sports business/management journals and newspapers. You may use any journals, magazines, and newspapers for completing article summaries. For instance:

<http://www.sportsbusinessjournal.com/>

Sports Illustrated

Sports medicine journals

ESPN

CNN

Any newspaper or other periodical

**4. Course Description:**

This course is designed to give students critical skills in understanding and analyzing a number of social issues as they relate to sport.

**5. Student Learning Outcomes:**

Upon completion of this course, students will be able to:

1. Demonstrate an understanding of the development of the concept of management and the evolution of management thought. Students will also critically evaluate the impact of information technology in sport industries, the globalization of the sports industry, ethics in sports organizations, and managing diversity within sport.
2. Demonstrate how to develop effective goal setting strategies as managers within the sports industry, recognizing problems, developing realistic solutions and effectively tracking goals.
3. Demonstrate an understanding of the strategic management process from the development of a strategic plan, through environmental analysis, and planning implementation.
4. Demonstrate an understanding of the elements of organizational design, including traditional organization models and flexible models of organizational design.
5. Demonstrate an understanding of human resource management including recruiting, staffing, training, development and evaluation of personnel.

**6. Course Content Outline:**

Week 1

8/20/2012 – Historical Aspects of Sport Management

8/22/2012 – Historical Aspects of Sport Management

8/24/2012 – Historical Aspects of Sport Management

Week 2

8/27/2012 – Historical Aspects of Sport Management

8/29/2012 – Management Concepts in Sport Management

8/31/2012 – Management Concepts in Sport Management

Week 3\*

9/3/2012 – Labor Day (no class)

9/5/2012 – Management Concepts in Sport Management

9/7/2012 – Management Concepts in Sport Management

\*Quiz 1 during this week

Week 4

9/10/2012 – Managerial Concepts in Sport Management

* Article Analysis #1 Due

9/12/2012 – Managerial Leadership in Sport Organizations

9/14/2012 – Managerial Leadership in Sport Organizations

Week 5

9/17/2012 – Managerial Leadership in Sport Organizations

9/19/2012 – Managerial Leadership in Sport Organizations

9/21/2012 – Managerial Leadership in Sport Organizations

Week 6

9/24/2012 – Professional Sport

9/26/2012 – Professional Sport

9/28/2012 – Professional Sport

* Sport Administrator Interview Due

Week 7

10/1/2012 – Professional Sport

10/3/2012 – Professional Sport

10/5/2012 – Midterm Exam

Week 8

10/8/2012 – Intercollegiate Athletics

10/10/2012 – Intercollegiate Athletics

10/12/2012 – Intercollegiate Athletics

Week 9

10/15/2012 – Intercollegiate Athletics

* Article Analysis #2 Due

10/17/2012 – Sport Marketing

10/19/2012 – Sport Marketing

Week 10\*

10/22/2012 – Sport Marketing

10/24/2012 – Sport Marketing

10/26/2012 – Sport Marketing

\*Quiz 2 during this week

Week 11

10/29/2012 – Sport Marketing

* Group Project

10/31/2012 – Finance & Economics in Sport

* Group Project

11/2/2012 – Finance & Economics in Sport

Week 12

11/5/2012 – Finance & Economics in Sport

11/7/2012 – Sport Industry Presentations

11/9/2012 – Sport Industry Presentations

Week 13

11/12/2012 – Sport Industry Presentations

11/14/2012 – Sport Industry Presentations

11/16/2012 – Sport Industry Presentations

Week 14

Thanksgiving Break (no classes)

Week 15

11/26/2012 – Sport Industry Presentations

11/28/2012 – Sport Industry Presentations

11/30/2012 – Review

Week 16

Final Exam – TBD

**7. Assignments/Projects:**

Participation (10 points)

To earn the participation points students must attend class on time and actively take part in class discussions.

Quizzes (10 points each)

Two brief quizzes covering class content will be given.

Sport Article Analyses (10 points each)

*Guidelines*

* Heading – Name / Date / Analysis #
* Analysis must be at least 2 pages in length, double-spaced
* Please use Times New Roman or Courier 12 pt. font
* 1” margins (left/right/top/bottom)
* APA format (include Reference page)

You will select an article from a recent (preferably the most current) sport journal or news periodical which addresses a certain TOPIC or ISSUE in the vast sport industry. Articles should be meaningful and in-depth (e.g. new sport product developments, labor negotiations, sponsorships, changes in sport organizations, etc.). Please AVOID online blogs and articles on shallow sports news (e.g. game scores, player injuries, new contract signings, etc.). Be prepared to discuss one of these articles in class, as I will randomly call on one of you to share what you have. The goal of this assignment is to help you link the course materials and theories presented in class to current issues occurring within the sports business industry.

*Each analysis must contain*

* A short summary of the matter discussed in the article
* An analysis of the topic as it relates to course material (include concepts learned in class)
* A brief conclusion expressing your personal views and opinions about the topic

Sport Administrator Interview (30 points)

You will select someone in an administrative position at any institution, company, or organization for an interview, and have it approved one week prior to the due date. This individual’s occupation can have ANYTHING to do with the field of sport.

*Interview requirements*

* 10 questions must be formulated which you will ask the interviewee. Questions should be in-depth and must, in some way, relate to their career in sport
* Final draft must include typewritten questions and answers
* Also include a typed, 1-pg. post-interview analysis in which you discuss the nature of the individual’s career (how it relates to sport) and how the knowledge you gained from the interview relates to your future career goals/aspirations
* Provide contact info. (email address and phone number) of interviewee
* 1 inch margins all around, double-spaced with Times New Roman or Courier 12 pt. font

Group Project (30 points)

Group project will be done in class (instructions will also be given during this time), and it will involve the application of concepts learned during the unit on sport marketing.

Sport Industry Presentation (50 points)

You will select an institution, organization, or company in the sport industry and present an overview of its purpose and its functions orally before the class. Selections must be approved one week prior to the start of presentations.

*Presentation requirements*

* Power Point presentation
* 10-12 min. in length

*PowerPoint presentation content must include*

* Purpose / Mission of the organization
* Role of the organization in the sport industry
* History of the organization – early development, changes over time, future outlook
* Stakeholders – individuals served by the organization, and the groups to whom the organization is responsible
* Types of jobs found within the organization – providing minor details about the major positions within the organization
* How information on the organization relates to class material we’ve covered (notes, discussion, etc.)
* Overall pros/cons – include your personal thoughts about the organization

*PowerPoint presentation evaluation*

* Importance of topic
* Clear presentation of message
* Quality of poster presentation
* General professionalism of presenter
* Overall quality

**8. Rubric and Grading Scale:**

\* Participation: 10 points

Sport Article Analyses (2): 20 points

Quizzes (2): 20 points

Sport Administrator Interview: 30 points

Midterm Exam: 100 points

Group Project: 30 points

Sport Industry Presentation: 50 points

Final Exam: 100 points

Total possible: 360 points

\****To earn the participation points students must attend class on time and actively take part in class discussions.***

Final grades will be based on the following point system:

A = 90-100

B = 80-89

C = 70-79

D = 60-69

F = below 60

**9. Class Policy Statements:**

A. Attendance: Although attendance is not required, students are expected to attend all classes, and will be held responsible for any content covered in the event of an absence.

B. Excused absences: Students are granted excused absences from class for the following reasons: illness of the student or serious illness of a member of the student’s immediate family, the death of a member of the student’s immediate family, trips for student organizations sponsored by an academic unit, trips for university classes, trips for participation in intercollegiate athletic events, subpoena for a court appearance, and religious holidays. Students who wish to have an excused absence from class for any other reason must contact the instructor in advance of the absence to request permission. The instructor will weigh the merits of the request and render a decision. When feasible, the student must notify the instructor prior to the occurrence of any excused absences, but in no case shall such notification occur more than one week after the absence. Appropriate documentation for all excused absences is required. Please see the *Tiger Cub* for more information on excused absences.

C. Make-Up Policy: Arrangement to make up a missed major examination (e.g., hour exams, mid-term exams) due to properly authorized excused absences must be initiated by the student within one week of the end of the period of the excused absences(s). Except in unusual circumstances, such as the continued absence of the student or the advent of university holidays, a make-up exam will take place within two weeks of the date that the student initiates arrangements for it. Except in extraordinary circumstance, no make-up exams will be arranged during the last three days before the final exam period begins.

D. Academic Honesty Policy: All portions of the Auburn University student academic honesty code (Title XII) found in the *AU Student Policy eHandbook* will apply to university courses. All academic honesty violations or alleged violations of the SGA Code of Laws will be reported to the Office of the Provost, which will then refer the case to the Academic Honesty Committee.

E. Disability Accommodations: Students who need accommodations are asked to electronically submit their approved accommodations through AU Access and to arrange a meeting during office hours the first week of classes, or as soon as possible if accommodations are needed immediately. If you have a conflict with my office hours, an alternate time can be arranged. To set up this meeting, please contact me by e-mail. If you have not established accommodations through the Office of Accessibility, but need accommodations, make an appointment with the Office of Accessibility, 1228 Haley Center, 844-2096 (V/TT).

F. Course contingency: If normal class and/or lab activities are disrupted due to illness, emergency, or crisis situation, the syllabus and other course plans and assignments may be modified to allow completion of the course. If this occurs, an addendum to your syllabus and/or course assignments will replace the original materials.

G. Professionalism: As faculty, staff, and students interact in professional settings, they are expected to demonstrate professional behaviors as defined in the College’s conceptual framework. These professional commitments or dispositions are listed below:

* Engage in responsible and ethical professional practices
* Contribute to collaborative learning communities
* Demonstrate a commitment to diversity
* Model and nurture intellectual vitality