**Auburn University**

**Department of Kinesiology**

**KINE 5820/ Section 001/Spring 2012**

**Sport Management**

**Instructor:** Khalil Lee **Email:** kal0017@auburn.edu

**Class Time:** M/W/F 8:00-8:50 **Office:** Memorial Coliseum 2118

**Location:** Memorial Coliseum 2092 **Office Hours:** By Appointment

**Course Description:**

This course is designed to offer the opportunity for the student to gain information and understanding of the various practices and procedures associated with sport administration and management.

**Recommended Texts:**

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 sport-related journals, magazines, and newspapers for reading and article summaries. For instance:

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

Sports Illustrated

Sports medicine journals

ESPN

CNN

Any newspaper or other periodical

**Course Objectives:**

1. Students will demonstrate 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. Students will demonstrate how to develop effective goal setting strategies as managers within the sports industry, recognizing problems, developing realistic solutions and effectively tracking goals.
3. Students will demonstrate understanding of the strategic management process from the development of a strategic plan, through environmental analysis, and planning implementation.
4. Students will demonstrate an understanding of the elements of organizational design, including traditional organization models and flexible models of organizational design.
5. Students will be able to determine how to assess job satisfaction and use this assessment to meet the management challenge of job design to most effectively achieve organizational goals.
6. Students will demonstrate an understanding of motivation theories as applied to management. Students will be able to differentiate between transactional and transformational leadership.
7. Students will demonstrate understanding of human resource management including recruiting, staffing, training, development and evaluation of personnel.
8. Students will demonstrate an understanding of budgeting practices within sports organizations and will be introduced to public and private financing utilized in the sports industry.
9. Students will demonstrate understanding of the responsibilities of facility managers. Students will demonstrate an understanding of risk management and its importance in facility management, request for proposals, booking and scheduling events, and the importance of managing ancillary services in public assembly facilities.

**Attendance:**

The material and experiences in this class are important and if you are not in class, you cannot take an active role as a student. Class attendance and participation do count as part of your final grade. Therefore, any unexcused absences will result in points lost for that day. Excused absences will be treated as follows:

1. Students must provide the instructor with a valid excuse upon returning to class (refer to Auburn University’s policy concerning class attendance and excused/unexcused absences): and
2. Make-up work developed and assigned at the discretion of the instructor must be completed within a week of the student returning to class.

If the student fails to follow these instructions the excused absence in question will be calculated as an unexcused absence. There are times when unforeseen circumstances will not allow you to attend class. Exceptions to this policy due to extreme circumstances are only permitted with the professor’s timely knowledge and approval. Arrangements to make up missed assignments and examinations due to properly authorized excused absences shall be initiated by the student within a week of the excused absence as mandated by Auburn University. Without timely notification, assignment grades will be lowered by 10% for each day late. The format of any make-up work/assignments will be at the instructor’s discretion. Finally, the instructor will address all issues concerning absences at his/her discretion. Students are encouraged to refer to Auburn University’s policies concerning attendance, absences, academic honesty, and make-up work as found in the Auburn Bulletin.

**Grading:**

\*Attendance & Participation: 10 points

Sport Article Summaries (4): 40 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: 380 points

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

**Grading Scale** (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

**Sport Article Analyses (due Jan. 30, Feb. 13, Feb. 27, and Mar. 21):**

*Guidelines*

* Heading – Name / Date / Analysis #
* Analysis must be at least 1 page 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/discussion of the topic of 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 (due Feb. 20):**

You will select someone in an administrative position at any institution, company, or organization for an interview, and have it approved by February 1st. 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 (TBA)**

**Sport Industry Presentation (due beginning Mar. 28):**

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 by February 29th.

*Presentation requirements*

* Power Point presentation
* 12-15 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

**Academic Integrity Policy:** All students are expected to be familiar with and adhere to the guidelines of the “The Student Academic Honesty Code”. This document can be obtained at the provost office or viewed at: [www.aburn.edu/academic/provost/ahc.html](http://www.aburn.edu/academic/provost/ahc.html)

Please be aware of plagiarism issues as detailed by Student Academic Honesty Code, Chapter 1201.1 and guidelines to identify and avoid plagiarism. If plagiarism is suspected in any assignment, presentation, or exam – the student will receive a zero for that assignment, presentation, or exam.

**Statement of Student Accommodation:** Students who need accommodations are asked 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).

**Important Dates:**

January 16th MLK, Jr. Day (No Class)

January 30th Last day to withdraw from course with no grade assignment

February 28th Last day to withdraw from course with no grade penalty

March 12th-16th Spring Break (No Classes)

April 25th Last Day of Class

April 30th Final Exam

*\*The above content, schedule and procedures in this course are subject to change at the discretion of the instructor.*