

# Course Syllabus

**Title:** Introduction to Sports Management

**Credits:** 3

**Instructor:** Leon Lifschutz

**Meeting dates and times:** Fall 2011

**Location:** TBD

## **Course Description:**

This course will serve as an overview of the field of sports management. Time will be spent exploring the development of the industry, current state, and future trends in the discipline through the lenses of recreation, amateur and professional sports. Students will be introduced the basic tenets and principles of sports management. In addition to the many facets of sports management, the course will present students the opportunity to explore career options in sports management.

## **Goals:**

- Students will be able to identify the basic principles of sports management
- Students will gain a knowledge of careers in sports management
- Students will be able to identify important issues and possible future trends in the field of sports management
- Students will learn about organizational management and leadership
- Students will have an understanding of Risk management and Sports Law
- Students will have an understanding of sports marketing and promotions

## **Learning Outcomes:**

- Through an exploration of text, guest speakers and experiential learning students will be able to articulate basic principles of sports management including the role of the sports manager, identifying leadership styles, and recognizing basic sports management fundamentals and theories
- Students will be able to identify career opportunities in sports management including the development, particular tasks, and the career path of those opportunities
- Students will demonstrate an understanding of Risk Management and Sports Law through effective research methods and writing skills
- Students will construct a Sports marketing and promotions packet through effective research methods, collaboration, and experiential learning
- Students will create a mock sports organization demonstrating an understanding of all facets of sports management, organizational management, and leadership styles

## General Course Information

### Course Policies/Expectations:

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### Attendance Expectations:

Students will be expected to attend all class sessions. In addition to completing assigned work for that day absent students will be asked to complete a one page write up reflecting on that day's assignment or posing a question for the group.

### Religious Observance:

*The official policy for excused absences for religious holidays: Students have the right to practice the religion of their choice. Each semester students should submit in writing to their instructors by the end of the second full week of classes their documented religious holiday schedule for the semester. Faculty must permit students who miss work for the purpose of religious observance to make up this work.*

### Contributions in Class:

Students will be expected to contribute regularly in class. While students are encouraged to participate vocally, their contributions to class will also be measured through other means such as bringing a question to class when assigned, adequately completing in-class presentations, exit cards, and actively participating in small group conversations and activities

### Academic Honesty & Professionalism:

All students are required to be familiar with and adhere to the "Academic Honesty Policy Procedures" delineated in the following website. <http://www.uvm.edu/~uvmppg/ppg/student/acadintegrity.pdf> ).

### Accommodations:

Accommodations will be provided to eligible students with disabilities. Please obtain an accommodation letter from the ACCESS office and see one of the instructors early in the course to discuss what accommodations will be necessary. If you are unfamiliar with ACCESS, visit their website at <http://www.uvm.edu/access> to learn more about the services they provide. ACCESS: A-170 Living Learning Center, University of Vermont, Burlington, VT 05405. PH: 802-656-7753, TTY: call 711 (relay), Fax: 802-656-0739, Email: [access@uvm.edu](mailto:access@uvm.edu), Instant Messenger: UVMaccess. General office hours: 8:30am – 4:30pm Monday through Friday. Call to make an appointment.

### Required and/or recommended readings:

#### Required Text:

Parks, J. Quarterman, J., & Thibault, L. (eds.) (2011). *Contemporary Sport Management (4th ed.)*. Champaign, IL: Human Kinetics Publishers.

**Supplemental Readings:**

Masteralexis, Barr and Hums. (2009) *Principles and Practice of Sport Management*. (3<sup>rd</sup> ed.) Sudbury, MA: Jones and Bartlett Publishers.

Robinson, Matthew. (2010). *Sport Club Management*. Champaign, IL: Human Kinetics Publishers.

Spengler, Anderson, Connaughton, and Baker. (2009). *Introduction to Sports Law*. Champaign, IL: Human Kinetics Publishers

Rosner, Scott. (2004). *The Business of Sports*. Sudbury, MA: Jones and Barret Learning.

**Scholarly Journals:**

*Recreational Sports Journal*

*Journal of Sports Management*

*Street and Smith Sports Business Journal*

**Other Publications:**

*Athletic Business*

*Recreation Management*

*Sports Illustrated*

\*\*\*Course readings will come from the required texts as well as the supplemental readings and other sources

**Week-by-Week Reading Rubric:**

Week 1: Chapter 1-3 of *Contemporary Sports Management (CSM)*

Week 2: Chapters 4-5 in *CSM*

Week 3: Chapter from *Sport Club Management*, article on leadership theory, article(s) on John Wooden

Week 4: no readings assigned, research for Sports Management Career Fair

Week 5: Chapters 6-7 in *CSM*; Excerpt on NHL lockout from *Business of Sport*

Week 6: Chapters 8-9 *CSM*

Week 7: Chapter 17 in *CSM*, chapter 3 in *Introduction to Sports Law* (please also browse chapters 2 and 8)

Week 8: Chapter 14 in *CSM*; excerpts from *The Business of Sports*

Week 9: Chapters 10,12, and 13 in *CSM*

Week 10: Chapter 15 in *CSM*, San Diego US Open Article

Week 11: Chapters 16 and 18 in *CSM*; Consumer Behavior China Article

Week 12: Chapters 19-20 in CSM

Week 13: No Reading, prepare Capstone Project

**Electronic Submissions/Internet Use: - If applicable**

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## **Student Evaluation/Assessment**

### **Grading:**

Grading will be determined by the assignments list below and contribution in class. The description for contribution in class is listed below. All assignments will be given a letter grade and will count for a percentage of the grade as listed in the sections following.

### **Description of Class Assignments:**

1. **Class Participation** - Students will be responsible for bringing in a question for discussion on assigned days and for guest speakers. Each student will take a turn being the class note taker. These two tasks will make up a significant portion of the class participation grade. Attendance will also factor in heavily with participation in classroom discussions also being a consideration.
2. **Quiz #1** - assess the student's knowledge on the history, present, and future trends in the field of sports management
3. **Quiz #2** - assess the student's knowledge of organizational management
4. **Quiz #3** - assessing the student's knowledge of facility and event management
5. **Sports Management Career Presentation** - A 10-15 minute presentation on a specific job or career in sports management detailing how it emerged, what tasks it entails, and some examples of people in that role. Students will also outline what career path and skills are necessary to reach that particular position
6. **Sports Leadership Reflection** - 2-3 page reflection on a sports leader or organization that the student admires including a brief description, the leadership style or organizational theory, and why they admire them. Students will also be responsible for spending 3-5 minutes reporting to their peers on their reflection
7. **Risk Management/Sports Law Brief** - 2-3 page report analyzing a current risk management or legal issue. Students will also be responsible for spending 3-5 minutes reporting to their peers on their particular analysis
8. **Report on a current issue or trend** - 2-3 page report on a current issue or trend in sports management. Students will be responsible for spending 3-5 minutes reporting to their peers on the issue or trend and leading 5+ minute discussion on the topic
9. **Sports Marketing Packet** - Students will work in a group create all of the following from a sample provided to the class: sports marketing plan; sports information packet; and a piece of sports journalism
10. **Capstone Project** - A cumulative semester end project creating a mock sports organization and articulating all the facets of its creation and management

### **Scoring Rubrics:**

Scoring rubrics for each assignment will be attached separately

### **Percentage Contribution of Each Assignment:**

Quizzes – 15% (5% each)  
Short papers – 20%  
Career Presentation – 15%  
Sports Marketing/Information Group project – 10%  
Class Contribution – 10%  
Final Project – 30%

### **Instructional Sequence:** - List the course topics for each scheduled class meeting date including readings and assignment due dates.

- Week 1: What is Sports Management – the definition, terminology, history, scope, and challenges
- Week 2: Organizational Management  
Assignment: Quiz #1
- Week 3: Sports managerial leadership/ Leaders in sports  
Guest speaker  
Assignment: Quiz #2
- Week 4: Careers in Sports Management Fair  
Assignment: Careers in sports management presentations
- Week 5: The different areas of Sports management (Professional and Collegiate)  
Assignment: Proposal for Capstone project
- Week 6: Different areas cont. (Interscholastic and youth and community)
- Week 7: Risk Management and Sports Law  
Guest speaker
- Week 8: The cost and economics of sports  
Assignment: Risk Management/Sports Law analysis paper
- Week 9: Sports communication and marketing  
Guest Speaker  
Assignment: Sports marketing packet
- Week 10: Facility and Event management  
Guest Speaker  
Assignment: Quiz # 3
- Week 11: Current issues and trends in Sports – Sports Sociology and consumer behavior  
Assignment: Reflection on a current issue or trend facing sports
- Week 12: Focusing on International Perspectives/questions and research in the industry/Peer Reviews and support of Capstone
- Week 13: Capstone Project