

SPMG 2600

INTRODUCTION TO SPORT MANAGEMENT

3 Semester Hours

Semester/Year: Spring 2007 0930 -10:50 MW in EC 1

Instructor: Frank Butts, EdD

Office Location: Row 121 W

Office Hours: MW 11-12, TR 9:30-12, F 8-10 by appt only

Telephone: 678-839-6193

E-mail: fbutts@westga.edu

Fax: 678-839-6195

COURSE DESCRIPTION

This course provides an overview of basic knowledge areas for the successful sport manager. Fundamental sports management principles and key skills as well as information on current issues are emphasized.

COURSE OBJECTIVES

Students will:

1. become familiar with the history of sport management (Masteralexis, Barr & Hums, 1998);
2. explore the nature of sports management and the principles on which sport management operates including management, marketing, financial, legal, and ethical principles (Densensi, 1996; Flannery, 1998; Graham, 1995; Parkhouse, 1996);
3. examine key concepts, career opportunities, current issues, and resources of a variety of sports areas including high school and youth sports, collegiate sport, the European sport club system, international sport, facility management, media relations, the health and fitness industry, and recreational sport (Flannery, 1998; Masteralexis, Barr & Humm, 1998; Olson, 1996; Parhouse, 1996); and

4. increase their awareness of strategies that can be used to successfully find a career in sport management (Appenzeller, 1999; Bucher, 1997; Graham, 1995; Masteralexis, Barr & Hums, 1998);

TEXTS, READINGS, AND INSTRUCTIONAL RESOURCES

Required Text: Parkhouse, B. (2005). The Management of Sport. NY, NY: McGraw-Hill.

References:

Appenzeller, H. (1999). Risk management in sport: Issues and strategies. Durham, NC: Carolina Academic Press.

Bucher, C.A., & Krotee, M.L. (1997). Management of physical education and sport. New York: McGraw-Hill.

Chelladurai, P. (1985). Sport management. London, Ontario: Sports Dynamics.

Desensi, J. T. (1996). Ethics in sport management. Morgantown, WV: Fitness Information Technology.

Dougherty, N.J., & Bonanno, J. (1985). Management principles in sport and leisure services. Minneapolis, MN: Burgess Publishing Company.

Farmer, P.J. (1996). Sport facility planning and management. Morgantown, WV: Fitness Information Technology.

Flannery, T.E. (1998). Personnel management for sport directors. Champaign, IL: Human Kinetics.

Graham, S (1995). The ultimate guide to sport event management and marketing. Toronto, ON: Irwin Professional Publisher.

Mull, R.F. (1997). Recreational sport management. Champaign, IL: Human Kinetics.

Olson, J.R. (1996). Facility and equipment management for sport directors. Champaign, IL: Human Kinetics.

Parkhouse, B.L. (1996). The management of sport: Its foundation and application. New York: McGraw-Hill.

Sawyer, T., & Smith, O. (1998). The management of clubs, recreation, and sport: Concepts and applications. Champaign, IL: Sagamore Publishing Company.

Stier, W.F. (1999). Managing sport, fitness, and recreation programs: Concepts and practices. Boston, MA: Allyn & Bacon.

Ziegler, E.F., & Bowie, G.S. (1983). Management competency development in sport and physical education. Philadelphia, PA: Lea & Febiger.

Support URLs

- Sport Management, Inc. <http://www.sportmanager.com>
- Journal of Sport Management @UNB <http://www.fitinfotech.com/books/sml.html>
- Sport Management <http://www.sport.ussa.edu/programs/sportman.htm>
- Elite Sport Management Group: Home Page <http://www.elitesport.com/>
- Sport Management <http://www.educ.iastate.edu/HHP/sportman.htm>
- Master of Sport Management <http://www-it.cowan.edu.au/acserv/hbook99/pg/b>
- Sport Management Association of Australia and New Zealand Sydney 2000 Conference <http://www.gu.edu.au/school/1st/services/smaan>
- Sport Management Program Objectives <http://www.yorkcol.edu/education/spobj.html>

ASSIGNMENTS, EVALUATION PROCEDURES, AND GRADING POLICY

1. Students will take mid-term exam on assigned date.
2. Student will take final exam on assigned date.
3. Students will be evaluated on professionalism and participation in class and class projects as assigned by instructor.
4. Students will prepare and deliver oral presentation in front of class on assigned date, following assigned guidelines related to content, preparation, voice and diction, and dress. The topics will be assigned the first week of class.
5. Students will attend and participate in class discussions in an attentive, respectful, knowledgeable manner.

Evaluation Procedures:

1-Exams will be worth 100 points each

2-The “Professionalism” grade will be worth 25 points and will be derived as follows. If students arrive on time, respond professionally, dress appropriately, prepare adequately and participate in the class discussions, they will be given 1 point for each day of class (excluding the two examination days).

3-The student presentation will be worth 20 points derived as follows:

- 4pts- covers assigned topic on assigned date
- 4pts- presentation last between 21/2 -3 minutes
- 4pts- student displays evidence of extensive research
- 4pts- student articulately communicates his/her findings to class
- 4pts –professionalism

Grading Policy:

Grades will be assigned based upon the total points possible in the course. All points will be totaled. The final grade in the course will be assigned according to the percentage of total points the student achieves:

A = 90-100%; B = 80-89%; C = 70-79%; D = 60-69%; F = below 60%

General Policies:

1. Written exams are to be taken at assigned class time.
2. Students are expected to attend all classes.
3. Students are expected to arrive at class on time and prepared.
4. Cell phones and I-pods must be turned off during class.
5. Students must be present for exams. No make ups unless prior approval with a University of West Georgia excused absence.
6. Students may be asked to remove hats when entering classroom.
7. Students may be locked out of class if they are late.
8. Students will be expected to act and perform professionally while in the class.
9. Students are expected to adhere to the highest standards of academic honesty. Plagiarism occurs when a student uses or purchases ghost-written papers. It also occurs when a student utilizes the ideas of or information obtained from another person without giving credit to that person. If plagiarism or another act of academic dishonesty occurs, it will be dealt with in accordance with the academic misconduct policy as stated in the Undergraduate Catalog, and Graduate Catalog.
10. As per university policy, the official communication method with students will be through campus e-mail (My UWG).
11. Per university policy, no material prepared to meet requirements in one course may be used to fulfill the requirements in another course without permission of the instructor.

CLASS OUTLINE

Monday	SPMG 2600 0930 MW, RM 1 EC	Wednesday	
8-Jan	intro, overview spmg careers	10-Jan	assignment of topics for pres
15-Jan	MLK Holiday	17-Jan	
22-Jan	begin student presentations 1& 2 (20 pts)	24-Jan	student pres 3-4
29-Jan	no class-APPLE Conference	31-Jan	student pres 5-6
5-Feb	student pres 7-8	7-Feb	student pres 9-10
12-Feb	student pres 11-14	14-Feb	student pres 17-18
19-Feb	student pres 15-16	21-Feb	mid-term exam 100 pts
26-Feb	student pres 19-20	28-Feb	student pres 21-22
5-Mar	student pres 23-24	7-Mar	student pres 25-26
12-Mar	student pres 27-28	14-Mar	student pres 29-30
	spring break week		
26-Mar		28-Mar	convocation-no class
2-Apr	student pres 31-34	4-Apr	
9-Apr	student pres 35-36	11-Apr	no class NCAA assign
16-Apr	student pres 37-40	18-Apr	student pres 41-44
23-Apr	student pres 45-finish	25-Apr	final exam 100pts

*upcoming reading assignments and lecture topics will be announced at the end of each class period for the following class period.