



SYLLABUS

Course title and number SPMT 217: Foundations of Sport Management
Term Fall 2017
Meeting times and location Blocker 107; TR 3:55-5:10

Course Description and Prerequisites

History, principles, and objectives of the sport management profession; an overview of the structure of the sport industry; introduction to the scope and variety of career opportunities in sport.

Course Objectives

After completing the course, students should be able to understand:

1. The foundations of sport management, including principles related to management, marketing, finance, legal aspects, and ethics of sport.
 2. The amateur and professional sport industry, including high school and youth sport, collegiate sport, international sport, professional sport, recreation sport, and sport agency.
 3. The sport industry segments, including facility management, event management, sport sales, sport sponsorship, sport communications, and sport broadcasting.
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Instructor Information

Name	Dr. George B. Cunningham, PhD
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Office hours	MW 9:00-11:00
Office location	342 BB Blocker

Textbook and Resource Material

Masteralexis, L. P., Barr, C. A., & Hums, M. A. (2015). *Principles and practice of sport management* (5th ed.). Burlington, MA: Jones & Bartlett.
Other reading assignments are available on the course website on e-campus.

Grading Policies

Grading policies, including attendance and make-up guidelines, are based on the Texas A&M University Student Rules: <http://student-rules.tamu.edu/rule07>.

Grading Scale

A: 90-100%	C: 70-79%	F ≤ 59%
B: 80-89%	D: 60-69%	

Assignments

Quizzes. Students will be quizzed over each reading assignment. The quiz is taken at the beginning of the class period and includes multiple choice and true/false questions.

Cooperative learning. As a high-impact learning experience, cooperative learning allows students to work toward two goals: learning to work with and solve problems with their peers; and developing the ability to listen to and learn from others. Cooperative learning in this course will take two forms:

- 1) A group presentation over one of the topic areas. The presentation should be 10-15 minutes. The group should present information external to the course text and notes, but related to the topic. The group should also strive to engage other class members through activities, discussion, debates, and other techniques.
- 2) The group is responsible for completing a one-page summary of their topic. The paper should be handed in the day the presentation is made. The paper should be single-spaced, with one-inch margins, and 12-point Times New Roman font. The sources from which the information was drawn should be included.

Community Service. Selfless service is a core value among Aggies and important for future sport managers. Students should complete at least two hours of community service, volunteering for one of the following organizations. The student should get a signature from site supervisor, using the form available on e-campus. Following the service activity, students should complete a one-page reflection paper, commenting on their experience, why they chose to volunteer at the specific organization, and how they can use the information learned volunteering in their professional life. The paper should be single-spaced, with one-inch margins, and 12-point Times New Roman font. Possible organizations include:

- 1) Brazos Valley Food Bank (<https://www.bvfb.org/>)
- 2) Habitat for Humanity (<https://habitatbcs.org/>)
- 3) Brazos Interfaith Immigration Network (<http://brazosimmigration.com/>)
- 4) Scotty's House (<https://www.scottyshouse.org/>)
- 5) Aggieland Humane Society (<http://aggielandhumane.org/>)

- Note that outside assignments are built into the syllabus, allowing time for the service activities.
- Volunteer activities at other organizations must be pre-approved by the instructor.

Exams. We will have three topic exams throughout the course. Information on the exam will cover everything in the book, notes, and class discussion for the specific module. The exams will be multiple choice, true false, matching, and short answer.

Final Exam. The final exam will be comprehensive, covering all topics from the semester. Information on the exam will cover everything in the book, notes, and class discussion for the specific module. The exams will be multiple choice, true/false, matching, and short answer.

Extra Credit. The College of Education and Human Development supports the Transformational Learning Fellows program, which recognizes students who are committed to participating in high-impact learning experiences. Students can earn 5 points extra for each of the following activities:

- Signing up for the Transformational Learning Fellows program (<http://education.tamu.edu/student-services/transformational-learning-fellows>)
- Completing experiences that contribute to milestones (maximum of three experiences)

Students will need to upload evidence of each activity (e.g., screen shot, PDF) into e-campus to earn the extra credit.

Point Distribution		
Assignment	Points	Percent
Quizzes (18 quizzes, 10 points each)	180	38%
Cooperative learning presentation	25	5%
Cooperative learning paper	25	5%
Community service	25	5%
Exams (3 exams, 50 points each)	150	31%
Final exam	75	16%
Total	480	100%

Americans with Disabilities Act (ADA)

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact Disability Services, currently located in the Disability Services building at the Student Services at White Creek complex on west campus or call 979-845-1637. For additional information, visit <http://disability.tamu.edu>.

Non-Discrimination Policy

Texas A&M is committed to the fundamental principles of academic freedom, equality of opportunity and human dignity. To fulfill its multiple missions as an institution of higher learning, Texas A&M encourages a climate that values and nurtures collegiality, diversity, pluralism and the uniqueness of the individual within our state, nation and world. All decisions and actions involving students and employees should be based on applicable law and individual merit. Texas A&M University, in accordance with applicable federal and state law, prohibits discrimination, including harassment, on the basis of race, color, sex, religion, national origin, age, disability, genetic information, veteran status, sexual orientation, or gender identity.

Academic Integrity

"An Aggie does not lie, cheat, or steal, or tolerate those who do."
For additional information please visit: <http://aggiehonor.tamu.edu>

Week	Topic	Required Reading
8/29	Classes Canceled	
Module 1: Foundations of Sport Management		
8/31	Syllabus review	NA
	Transformational Learning Fellows	
9/5	Social responsibilities in sport. History of sport management. Quiz 1	Cunningham (2014, J Spt Mgt) Masteralexis et al., Ch 1
9/7	Management Quiz 2	Masteralexis et al., Ch. 2
9/12	Management (cont)	NA
9/14	Marketing Quiz 3	Masteralexis et al., Ch. 3
9/19	Marketing (cont)	NA
9/21	Finance Quiz 4	Masteralexis et al., Ch. 4
9/26	No Class (Outside Assignment)	NA
9/28	Finance (cont)	NA
10/3	Legal aspects Quiz 5	Masteralexis et al., Ch. 5
10/5	Ethics in sport Quiz 6	Masteralexis et al., Ch. 6
10/10	Exam 1	NA
Module 2: Amateur and Professional Sport		
10/12	High school and youth sport Quiz 7	Masteralexis et al., Ch. 7
10/17	College sport Quiz 8	Masteralexis et al., Ch. 8
10/19	International sport Ch. 9	Masteralexis et al., Ch. 9
10/24	Professional sport Quiz 10	Masteralexis et al., Ch. 10
10/26	Sport agency Quiz 11	Masteralexis et al., Ch. 11
10/31	Recreation sport Quiz 12	Masteralexis et al., Ch. 20
11/2	Exam 2	NA
Module 3: Sport Industry Segments		
11/7	Facility management Quiz 13	Masteralexis et al., Ch. 12
11/9	Event management Quiz 14	Masteralexis et al., Ch. 13
11/14	Sport sales Quiz 15	Masteralexis et al., Ch. 14
11/16	Sport sponsorship Quiz 16	Masteralexis et al., Ch. 15
11/21	Sport communications Quiz 17	Masteralexis et al., Ch. 16
11/23	Thanksgiving.	NA
11/28	Sports broadcasting Quiz 18	Masteralexis et al., Ch. 17
11/30	Exam 3	NA
12/5	Sport career preparation Final exam review	Masteralexis et al., Ch. 21
12/12	Final Exam 1:00-3:00	