

**University of Massachusetts - Department of Sport Management
Introduction to Sport Management - SPORTMGT 210, Spring 2007**

Lecture: M/W 1:25-2:15PM

Location: Isenberg 133

Discussion: **Group 1:** TH 6 - 6:50 PM
 Group 2: TH 7 – 7:50 PM
 Group 3: F 1:25 – 2:15 PM
 Group 4: F 1:25 – 2:15 PM

Location: Isenberg 1 (TA: Julia)
Location: Isenberg 1 (TA: Nino)
Location: Isenberg 1 (TA: Julia)
Location: Isenberg 1 (TA: Nino)

Instructor: Ms. Betsy Goff
Office Hours: M/W: 11 – 1; 3 - 5
 T: 11 – 4; Th: 11 - 3

Office: Isenberg, Sport Mgt. Office
Phone: (413) 545-4730
Email: bgoff@sportmgt.umass.edu

TA: Nino Vanin
Office Hours: M/W 9:30 – 11:00AM
 And By appointment

Office: TBD
Phone: 413-537-3219
Email: vvanin@sportmgt.umass.edu

TA: Julia Ortenzio
Office Hours: M/W 9:30 – 11:00AM
 And By appointment

Office: TBD
Phone: 608-217-5344
Email: jortenzi@sportmgt.umass.edu

Required Reading Materials:

Masteralexis, L. P., Barr, C. A., & Hums, M. A. (1998). *Principles and Practice of Sport Management, second edition*. Gaithersburg, MD: Aspen Publishers.

- *Available new and used at the Textbook Annex*

Street & Smith's SportBusiness Journal (weekly)

- *Subscription forms and payment available through Ms. Maureen Kocot in the main office, Isenberg*

Course Objectives:

Upon completion of SPORTMGT 210, you will:

- Describe the various governance structures within the professional league constructs
- Gain an understanding of the historical evolution of professional sport management practice
- Discuss how the basic principles such as management, marketing, law, finance, and ethics interrelate as components in the overall operation of sport management
- Detail the current challenges facing sport managers through the various sectors of the sport industry
- Use knowledge of the sport management industry to solve basic problems faced by the sport manager
- Gain an understanding of the career opportunities available in the sport management industry
- Further develop clear and concise verbal and written communication skills

Course Method:

Monday and Wednesday classes will follow a lecture format. Discussion sessions will focus on enhancing classroom learning through interactive activities and the completion of related assignments.

Grading Basis:

Students will be assigned grades based on successful completion of the following class components:

- 2 In class Exams (2 @ 20% each) **40 %**
- Final Exam **25 %**
- Discussion and class participation **15 %**
- 2 Discussion papers & 1 Group Project **10 %**
- Major Term Paper (Personal Career Goals Paper) **10 %**

Grading Scale:

A	93 – 100	A-	90 – 92.5
B+	87 - 89.5	B	83 - 86.5
B-	80 – 82.5	C+	77 – 79.5
C	73 – 76.5	C-	70 – 72.5
D+	67 – 69.5	D	60 – 66.5
F	Below 60		

Graded Components:

1. Exams (65%)

There will be two (2) in-class exams and one final exam. The mid-terms will be held during class time on dates to be identified; the final exam will be held during the assigned time during final exams and will be cumulative in nature, inclusive of assigned readings. All exams will include multiple choice, short answer, and short essay formatted questions. Please see course schedule for further details.

2. Discussion Papers & Group Project (10%)

Over the course of the semester, students will prepare 2 two-page critical analyses or position papers, in response to questions posed/issues raised, based on lectures and readings. Questions will be distributed approximately one week in advance and the edited, well-written response is due at the beginning of the discussion class. In addition to the discussion papers, students will also complete a group project to be presented in class. More details to follow as due date approaches. Please see the course outline for the specific due dates.

3. Major Term Paper: The Personal Career Goals Paper (10%)

This paper will be based on research with traditional written sources (textbook, Street & Smith Journal, internet sources, etc.) and interviews with industry personnel. Students will organize and write a 4-6 page paper describing a specific career choice of interest. In particular, students will imagine themselves in 10 years, and describe their position and responsibilities, and discuss the various challenges that face them in their respective careers.

Full Details will be forthcoming closer to the due date.

The Personal Career Goals Paper will be **due** at the beginning of discussion on **Thursday/Friday, May 3/4.**

4. Attendance and Participation in Discussion Groups (15%)

Course Policies:

Academic Honesty

Please refer to the specific sections in Undergraduate Rights and Responsibilities for information regarding academic honesty. These policies (including cheating on exams and plagiarism) will be strictly enforced. I will not tolerate cheating or plagiarism. Incidents of academic dishonesty will be prosecuted to the full extent within the university judicial process! Failure to follow these guidelines will result in an “F” for the course.

APA Formatting

APA style is the style of writing specified in the *Publication Manual of the American Psychological Association* (5th ed., 2001), and is the approved style for all assignments produced in Department of Sport Management. Some of the more commonly used rules and reference formats can be found in the *Guidelines for APA Referencing* which will be distributed by your TA in discussion.

Late Work

Assignments are expected to be submitted **at the beginning of class or discussion session** on the assigned due date, or in my mailbox (Isenberg) **before class**. Exams will be taken on the assigned date. Missed exams will result in a grade of 0%. All writing assignments (discussion papers and major term paper) submitted late will face a 10% deduction per day until completed and submitted directly to me.

Attendance

Lecture and discussion attendance is required of all students. Each student is permitted to miss two lecture sessions and two discussion groups without penalty. Students who will miss classes due to a university activity (athletic/varsity team participation, band involvement) must inform me ahead of time. Attendance in all lectures is taken through a distributed roll sheet. Failure to sign the sheet indicates an absence. It is your responsibility to sign the sheet each time during lecture.

Extra Credit

Often after a student earns a poor grade he/she is interested in doing “extra credit” projects to improve their overall grade. **NO** extra credit projects/assignments will be offered in Intro 210. All students have the same opportunity to succeed on the assigned work. Please use the opportunities to work hard and succeed.

Tips for Learning

Attend all classes, arrive on time and arrive prepared. The reading is your responsibility; lectures are intended to supplement and clarify. I am available not only during office hours, but most other times as well. Please come see me with any questions or comments you may have at any time; don't wait until you are totally confused!

Course Outline/Schedule

Date	Topic	Reading/Assignments Due
1/29-1/31	Introduction/What is Sport Management?	SBJ subscription info
2/2	Disc: Introduction	
2/5	Remaining Administrative Details/History of Sport Mgt.	Text: Ch. 1
2/7	History of Sport Management – Dr. Jefferson	Text: Ch. 1
2/9	Disc: Current Sport Management Issues	
2/12	Management Principles Applied to Sport Management	Text: Ch. 2
2/14	Sport Marketing - Dr. Gladden	Text: Ch. 3
2/16	Disc: Current Sport Management Issues	
2/19	NO CLASS – Presidents Day	
2/21	Sport Marketing – Prof. McKelvey	Text: Ch. 3
2/23	Disc: Current Sport Management Issues	Discussion Paper #1 Due*
2/26	Sport Finance – Dr. Longley	Text: Ch. 4
2/28	Sport Finance/Exam Review	Text: Ch. 4
3/2	Disc: Exam Review	
3/5	Exam #1	Text: Ch. 1-4
3/7	Catch-Up Day/Sport Law	Text: Ch. 5
3/9	Disc: Current Sport Management Issues	
3/12	Sport Law	Text: Ch. 5
3/14	Sport Law – Prof. Wong	Text: Ch. 5
3/16	Disc: Current Sport Management Issues	Discussion Paper #2 Due*
3/19-3/23	NO CLASS – Spring Break	
3/26	Collegiate Sport	Text: Ch. 8
3/28	Collegiate Sport	Text: Ch. 8
3/30	Disc: Current Sport Management Issues	
4/2	Professional Sport	Text: Ch.12
4/4	Professional Sport	Text: Ch. 12
4/6	Disc: Current Sport Management Issues	
4/9	Exam #2 Review	
4/11	Exam #2	Text Ch: 5, 8, 12
4/13	Disc: Current Sport Management Issues	
4/17	Monday Schedule – Sport Agency	Text: Ch.11
4/18	Sport Agency	Text: Ch. 11
4/20	Disc: Current Sport Management Issues	
4/23	Facility/Event Management – Bob Lebarron	Text: Ch.13
4/25	International Sport Management – Dr. Fairley	Text: Ch. 10
4/27	Disc: Group Presentations	
4/30	Ethics – Dr. Crosset	Text: Ch. 6
5/2	Ethics	Text: Ch. 6
5/4	Disc: Group Presentations	Major Term Paper Due*
5/7	Sport Broadcasting	Text: Ch.17
5/9	Sport Broadcasting	Text: Ch. 17
5/11	Disc: Group Presentations	
5/14	LAST DAY OF 210	
*	Discussion Paper Assignments are subject to change	