

UNIVERSITY OF MASSACHUSETTS AMHERST
Department of Sport Management

SPORTMGT 636
Sport Organizational Behavior and Development
Fall 2007

Dr. Carol A. Barr

Office: Room 206 ISOM, 545-5610 (W), 413-522-0868 (C)

Mailbox: Room 230 ISOM

Email: cbarr@som.umass.edu

Office Hours: By appointment

Purpose

The purpose of this course is to provide information regarding sport management within a sport organization on both a macro and micro level. The students will be introduced to an array of theories, research, and practical applied management techniques to lay a foundation in the development of skills to assist the students in their pursuit of a career in sport management.

The course will commence with an introduction to the field, covering such topics as the history, evolution, and research conducted in the sport management area. The course will then progress to a macro approach regarding the sport industry utilizing a systems theory analysis. The majority of the semester will be dedicated to a micro perspective of sport organizations, including discussions surrounding such organizational behavior topics as leadership, communication, motivation, decision-making, organizational change, and organizational conflict. A section of this course will also cover human resource management, investigating and discussing the perspective of the student as a future sport manager involved in the management of their organization's human resources.

Required Readings

Goleman, D., Boyatzis, R., & McKee, A. (2002). Primal Leadership. Boston, MA: Harvard Business School Press. Assigned reading over the summer.

Kouzes, J.M. & Posner, B.Z. (2003). The Leadership Challenge. Can purchase online (B&N, Amazon.com, others).

Street & Smith's SportsBusiness Journal. The students should be getting into the practice of reading trade journals, popular press articles, magazines etc. which contain important information on the sport industry. It is imperative, as future sport managers, that the students are aware of developments, business transactions, management strategies, and environmental changes taking place within the sport industry.

Compilation of articles handed out throughout the semester.

Course Requirements

<u>Assignment</u>		<u>% of grade</u>	<u>Due date</u>
A. Environmental Analysis		15%	September 19
B. Contemporary Issues - Management		15%	October 15 - 17
	Approach, Group with Presentation		
C. Class Assignments/Case Studies		30%	Throughout
D. Final Exam		20%	October 24 th
E. Participation/Discussion in Class		20%	Throughout
	Total Percentage/Points		100% or 100 points

Final Grade Evaluation

<u>Total Points</u>	<u>Final Grade</u>
93 – 100	A
90 – 92.99	A-
87 – 89.99	B+
83 – 86.99	B
80 – 82.99	B-
77 – 79.99	C+
73 – 76.99	C
below 73	F

Course Outline

<u>Topic</u>	<u>Approximate Coverage Dates</u>
Introduction to the Course	September 5
A. Review of Syllabus	
B. Introduction: What is OT, OD, OB	
I. Introduction to the Field	September 5 & 10
A. Definitions - Sport Management	
B. Overview of Sport Management	Read: Handout Materials (Costa & Chalip articles)
1. History	
2. Evolution	
3. Research in Sport Management	

- | | |
|--|---|
| <p>II. Management Theory/Macro Perspective</p> <ul style="list-style-type: none"> A. Sport Organizations and Their Environments B. System Theory C. Social Systems Components <ul style="list-style-type: none"> 1. Roles, Norms, Values D. Organizational Culture E. International Cultures | <p>September 10 & 12</p> <p>Read: Slack & Parent, Ch. 8, p.149-154</p> <p>Read: Katz & Kahn handouts</p>
<p>Read: Slack & Parent, Ch. 14</p> |
| <p>III. Management of Sport Organizations/Micro Perspective</p> <ul style="list-style-type: none"> A. Social Identity B. Communication C. Motivation D. Leadership E. Decision-making F. Organizational Change, Conflict, Politics G. Diversity in the Workplace H. Group Dynamics | <p>Sept. 17 – October 10</p>
<p>Read: Kouzes & Posner, Slack & Parent (chapters assigned throughout)</p> <p>Handout Readings</p> |
| <p>IV. Contemporary Issues/Management Approaches</p> <p>Presentations and Discussion</p> | <p>October 15 & 17</p> |
| <p>V. Future Directions for Sport and for the Profession</p> <p>Management: What Have You Learned?</p> <p> What Don't You Know?</p> | <p>October 22</p> |

Final Exam Scheduled For: Wednesday, October 24th 3:30 – 6:30 pm