



Introduction to Sport Management

SMT 100.50

Spring 2022

Number of Credits: 3

Days Class Meets: 1/10/21-2/27/22

Meeting Times: Optional 1:00 pm on Mondays

Location: Online

Instructor: Dr. David Smith

Office: Bert Walker Hall, Room 240

Contact Phone: 517-990-1393 office

Contact Email: smithdavidc01@jccmi.edu

Office Hours: Online

Online: Check JetNet Daily

Course Description

This course is designed to provide students with an overview of the basic organizational and business structures of the sport, fitness, and leisure industries. The impact of business on decision making in sports will be examined. Other areas of focus include Professional, Olympic, and Intercollegiate, as well as the Exercise/Fitness Promotion business sector. Current trends in intercollegiate athletics and professional sports including careers, governance, organizational structure, revenue and sports entertainment will also be examined.

Students will explore careers in the sport industry, both in the U.S. and globally, inclusive of professional, collegiate, youth, and non-profit sport, as well global branding, sponsorship, merchandising and entertainment events. Using the sports industry perspective, many business principles will be covered, such as: marketing, strategic management, communication, sales and revenue generation, facility management and finance.

This course is intended to provide the foundation knowledge necessary for an entry level career or an upper level course preparation in Sports Management.

Prerequisite(s)

none

Sport Management Program Objectives

The program objectives addressed in this course are:

1. Analyze sport management problems and opportunities to inform decision making
2. Evaluate the laws and requirements of sport management governing bodies
3. Apply knowledge of the global sport management and business environment

Course Competencies

The Course Objectives and General Education Outcomes (GEOs) established by the JC Board of Trustees, administration, and faculty. These goals are aligned with four-year colleges and universities and reflect input from the professional communities we serve. The course objectives and GEOs guarantee

students achieve goals necessary for graduation credit, transferability, and the professional skills needed. The GEOs and course objectives addressed in this class include the following:

GEO 1: Write clearly, concisely and intelligibly

GEO 2: Speak clearly, concisely and intelligibly

GEO 3: Demonstrate computational skills and mathematical reasoning

GEO 7: Understand and respect the diversity and interdependence of the world's peoples and culture

Course Competencies:

1. Identify three sectors of organizations that operate in the sport industry
2. Apply critical thinking skills to a problem in sport management.
3. Describe the purpose of sport management governing bodies.
4. Analyze the management of a sport organization within a specific business department.
5. Explain how advances in recruitment of athletes and marketing of teams and events have affected international sport.

Learning Outcomes

The following learning outcomes will be addressed in this course:

1. Demonstrate critical thinking skills while taking a stance on a problem in sport management.
2. Demonstrate knowledge of entry level skills that are required of a sport management professional working in the public sector of sport management.
3. Demonstrate knowledge of entry level skills that are required of a sport management professional working in the nonprofit sector of sport management.
4. Demonstrate knowledge of entry level skills that are required of a sport management professional working in the commercial sector of sport management.
5. Demonstrate an understanding of the laws and regulations in interscholastic sports.
6. Demonstrate an understanding of the laws and regulations in intercollegiate sports.
7. Evaluate the management of a specific business department within a sport organization.
8. Apply decision making skills to an issue within international sport management.
9. Demonstrate knowledge of key terms, issues, and current events in sport management.
10. Demonstrate professional business skills in a sport management environment.

Textbook

- Pendersen, P.M., & Thibault, L. (Eds.). (2022). *Contemporary Sport Management* (7th ed.). Champaign, IL: Human Kinetics. ISBN: 978-1718207530 **This text is available in a digital format to rent or purchase through the JC Bookstore. Please see the links posted on your class JetNet site.**
- Burton, R. and Schrag, M. (2019). *The Sport Business Handbook*. Human Kinetics. ISBN: 978-1492543107

Please [review the cost of your required materials](#) to determine the best option for you to purchase your materials.

Please note, your opt out selection is for your *entire* semester schedule. You cannot opt out/opt into individual courses. And you must opt out by the due date of your first class, which is the 3rd day after the start of your earliest course.

[Learn new textbook program at JC](#)

For account billing questions, please contact the Jackson College Cashier at jccashier@jccmi.edu

Extras

How Do I Contact the Instructor?

Send an email to smithdavidc01@jccmi.edu and if you want a reply it is necessary to:

1. Use your Jackson College email account. This will help me know that the request came from you. I can't respond to emails that do not originate from your Jackson College email.
2. Put the course name and section in the subject line and include a few words to describe your email (example: SMT 100- Assignment #1 Question)
3. Use a greeting (example: Hi Dr. Smith) and sign the email with your name.
4. Be sure to include a specific question and/or a message with complete information
5. Use proper business etiquette and terminology in all your email communications.
6. Respond to me when you receive the message to ensure the message was delivered and understood.
7. I will normally respond to you within 24 hours.

These are common communication practices that demonstrate good human relation skills and offer opportunities to practice new business skills.

Grading Procedure

Tests/Quizzes	(7 @ 14.3 pts each)	100
Online Assignments & Key Terms/Review Questions	(20 @ 10 pts each)	200
Individual Project & Presentation	(3 @ 100 pts each)	300
Weekly Chat	(7 @ 14.3 pts each)	100
<u>In-Class/On-Class Activities/Discussions/Participation</u>	<u>(10 @ 10 pts each)</u>	<u>100</u>
TOTAL		800 pts

Note:

- Class attendance and participation in class discussion is expected and absences will affect your final grade.
- The due dates for assignments are non-negotiable and late work may be penalized.
- All assignments are to be professional in appearance and typed, presented, or handwritten clearly to receive full credit.

Grading Scale

GPA	GRADE RANGE
4.0	94-100%
3.5	89-93%
3.0	84-88%
2.5	78-83%
2.0	72-77%
1.5	66-71%
1.0	60-65%
0.5	55-59%
0.0	0-54%

Academic Honesty Policy

Academic Honesty is defined as ethical behavior that includes student production of their own work and not representing others' work as their own, by cheating or by helping others to do so.

Plagiarism

Plagiarism is defined as the failure to give credit for the use of material from outside sources. Plagiarism includes but is not limited to:

- Submitting other's work as your own
- Using data, illustrations, pictures, quotations, or paraphrases from other sources without adequate documentation
- Reusing significant, identical or nearly identical portions of one's own prior work without acknowledging that one is doing so or without citing this original work (self-plagiarism)

Cheating

Cheating is defined as obtaining answers/material from an outside source without authorization. Cheating includes, but is not limited to:

- Plagiarizing in any form
- Using notes/books/electronic material without authorization
- Copying
- Submitting others' work as your own or submitting your work for others
- Altering graded work
- Falsifying data
- Exhibiting other behaviors generally considered unethical
- Allowing your work to be submitted by others

Class behavior that interferes with either the instructor's ability to conduct the class or the ability of students to benefit from the instruction is not acceptable. Students engaging in improper online or in-

classroom behavior may have points deducted from their total points in the course, or, if the situation warrants, be referred to the college's committee on student discipline. Whether online or in the classroom, when someone else is talking demonstrate business and sport management professional skills.

Students are expected to maintain the highest standards of academic integrity. Behavior that violates these standards is not acceptable. Examples are the use of unauthorized material, communication with fellow students during an examination, attempting to benefit from the work of another student, and any other similar behavior defeats the intent of an examination or other class work.

Cheating on exams, plagiarism, improper acknowledgment of sources in essays, and the use of a single essay or paper in more than one course without permission are considered very serious offenses and shall be grounds for disciplinary action as outlined in the current General Catalog.

Accessibility

Jackson College understands that cultivating a broadly diverse community is crucial to our educational mission and to our foundational commitment to leadership and service. Jackson College is fully committed to ensuring our courses are accessible to everyone including those with disabilities. We are currently working to increase accessibility and usability of our course materials in order to meet or exceed the requirements of Section 508 of the Rehabilitation Act of 1973, the Americans with Disabilities Act of 1991 and Web Content Accessibility Guidelines (WCAG) 2.0. For more information about Jackson College's efforts to ensure accessibility please visit the [Jackson College accessibility web page](#).

If you have an accessibility need in any of our classes please e-mail the Center for Student Success at JCCSS@jccmi.edu or visit the [Center for Student Success web page](#).

Support

At the Center for Student Success (CSS), we are committed to providing all students the opportunity to achieve academic success by providing a variety of support services free of charge to Jackson College students. This includes, but is not limited to, peer and faculty tutoring, mental health referral, temporary assistance with transportation, various workshops/seminars, and the TRIO program.

In addition, the CSS staff is committed to adapting the College's general services to meet the individual needs of otherwise qualified students with disabilities, for the purpose of providing equal access to all programs and facilities.

Oasis Center

During a student's college experience, one might encounter situations that impact their learning environment. When these situations occur, support from the Oasis Center is available to provide short-term assistance. If the situation requires ongoing support, the Oasis Center staff can provide that level of support or will assist the individual in securing an outside agency to provide it.

For more information visit the Jackson College Oasis Center webpage <https://www.jccmi.edu/the-oasis-center/>

Health Clinic

Jackson College has partnered with Henry Ford Allegiance Health to offer healthcare to Jackson College students and employees. The Jackson College Health Clinic (JCHC) is located on Central Campus in the Justin Whiting Hall, Room 111. The caring and professional staff at the JCHC provides quality healthcare, including annual exams (physicals, program physicals and sports physicals), acute and chronic illness care and preventative health care (It's Your Life).

For more information visit the Jackson College Health Clinic webpage <https://www.jccmi.edu/health-clinic/>

Dental Clinic

Community members may utilize Jackson College Dental Hygiene Clinic, which offers dental hygiene services while helping students gain experience. Students work under the supervision of license dental hygiene instructor and dentist as they offer preventative services.

For more information visit the Jackson College Dental Clinic webpage <https://www.jccmi.edu/dental-hygiene/dental-hygiene-dental-clinic/>

Course Management

Ways that students can manage their enrollment in a course for special circumstances. Includes withdrawal, and audit and incomplete grading procedures.

Make Up Policy

If you fall behind on your course work, please email the instructor for help and support.

Help

Additional help for success in this course includes the information provided in this syllabus about tutors, the oasis center, and counseling services.

Academic Advising

It is important to contact a Center for Student Success professional prior to the start of the semester in order to receive accommodations in a timely manner. While we will make every effort to coordinate accommodations in a timely manner, failure to self-identify prior to the start of the semester may delay notification to instructors and timeliness of acquiring accommodations. Accommodations do not automatically carry over to the next semester. Please e-mail JCCSS@jccmi.edu or visit the [Accommodations for Students with Disabilities](#) web page

Student Responsibilities

Requirements beyond scheduled classes or laboratories, e.g., clinicals, extra credit assignments, TBA sessions, field placement, special project instructions, contract learning conditions, study hours required outside class, unscheduled class meetings, attendance at concerts or other required events are outlined in this syllabus.

Attendance- Participation Policy

Regular class participation and keeping up on the reading and assignments is strongly correlated with survival in college. It is my recommendation that you plan to do your assignments and take your exams BEFORE the last day they are due. If problems occur, there is time to fix them before the deadline.

In compliance with Federal Title IV funding requirements, as well as college initiatives, I will be monitoring student participation on a regular basis and officially reporting student activity throughout the term to assure compliance with college policy and federal regulations. It is imperative that you log in to the course and actively participate *within the first couple of days of the term* to validate your enrollment in the course. After that, not actively participating in class may result in you being withdrawn from the course. Being withdrawn from a course can have an impact on financial aid, billing, athletic eligibility,

and housing status. As a college student you are responsible for how your participation impacts your academic progress; the accountability lies with you.

Your participation and attendance are expected weekly. Attendance is counted by your participation and signing in to JetNet weekly big blue button session and/or Weekly Chat. Your success will depend upon the time you spend in class. JC administration and the federal government require faculty to file attendance regularly. **Attendance will be taken during each week. It is expected that each student attends every class session (if the course is face to face). If the course is online students should log in to the JetNet site weekly. If you are absent the first week of the class, you may be dropped. If you are absent for two (2) consecutive class sessions (face to face), you may be dropped from the course. If you do not access the course in 5 or more consecutive days in an online course, you may be dropped from the course.**

This syllabus may be amended at any point during the semester. Changes to it will be announced in class and students will be responsible for adhering to those changes. Your grade will be based on the points you earn on exams, quizzes, assignments, projects, presentations, and participation. The grade points assigned are estimates and subject to modification. Exact due dates for assignments, tests, exams, etc. will be announced in class and are included on the Assignment Calendar located at the end of this document.

Final Notes:

1. If you are absent from class you are still responsible for all information presented and for turning in, on time, any assignments that are due. It is a good idea to set up one or two “support” class mates to contact for questions and missed information.
2. In the event of a dispute, both students and faculty should follow the JC Conflict Resolution Policy. This policy is in the Student Handbook.
3. Withdrawals from the class must be made prior to the date posted in the current schedule of course offerings. Students who stop attending class without completing and filing a withdrawal form will receive a grade of 0.0.
4. To change from Credit to Audit or Audit to Credit, your request must be completed before the end of the ADD/DROP period for the class.
5. Incomplete grades will generally not be issued. Unscheduled surgery, or similar circumstances, are really the only reasons for requesting an incomplete course grade.
6. **CENTER FOR STUDENT SUCCESS** offers free tutoring and additional services for academic success
7. Students requiring special assistance, including those affected by the Americans with Disability Act should contact the Center for Student Success. This is the first step in acquiring supportive accommodations to help you with your courses.

Caveat

If Jackson College is to be closed due to weather conditions, local radio stations and the JC web site will announce such closing. It is the personal responsibility of students to evaluate their own conditions and decide whether it is safe enough to travel to and from the campus. Should a class be cancelled, assignments will be due the next

JeTNet:

Weekly Content (Readings, Podcasts, Videos, Blogs, or other content):

Each student is responsible for all content included in the syllabus and assigned each week. This includes podcasts, videos, assignments, and discussions

Technology (JetNet, Electronic Content):

This course will have a JetNet site, and it is each student's responsibility to master and use the services. In addition, new electronic content will be posted on the JetNet site the day prior to the class.

If you are having difficulty connecting to the course's on-line JetNet, contact Jackson College's Office of Information Technology Help Desk.

Class Procedure

1. It is the responsibility of the student to prepare for and attend all class meeting sessions and check for online assignment submissions and information.
2. All students are required to upload an answer the weekly chat questions on Wednesdays.
3. Every student is expected to make a positive contribution to the class by joining in the discussions, asking questions or offering pertinent opinions on the subject matter being discussed.
4. When another student or the instructor is presenting or responding to a discussion question be courteous by listening. (please mute your computer to eliminate background noise).

Paper Format (Group Project, Individual Project, Article Review):

Papers must be typed, use 12-point Times New Roman font, and be double-spaced with 1-inch margins all around. (To set margins in Word: From the File menu, choose Page Setup. On the Margins tab, change each margin (top, bottom, left, and right) to 1".) Pages must be numbered. All sources must be formally cited using APA conventions. Guidelines for using APA are accessible by visiting OWL at Purdue (<http://owl.english.purdue.edu/owl/resource/560/01/>). Grades will be determined largely on content and critical analysis, but spelling, grammar, and conventions will also be considered.

Course Components

KEY TERMS & CHAPTER REVIEW QUESTIONS/ ONLINE ASSIGNMENTS: Students will define key terms from the chapter. They will answer assigned questions at the end of the chapter. The goal is for students to apply the information discussed to real-world situations and concepts presented in the course. These assignments will be made available online through JetNet as well as in class. Key terms/chapter review questions and online assignments are due each Sunday evening by 11:59 pm.

ONLINE DISCUSSION POSTS: Each student will write a discussion post (on JetNet) each week based on the discussion topic, sport management video, article, or question assigned by the instructor. Discussion posts are due each Sunday evening by 11:59 pm.

TESTS/QUIZZES: There will be a pre and post assessment about the SMT 100 course overall. These assessments will be counted as quizzes and will test the students' initial understanding of information discussed in SMT 100 class as well as what the student learned upon completion of the course. There is also a quiz at the end of each module.

INDIVIDUAL SPORT MANAGEMENT PROJECT: The students will complete an individual sport management project that will require a written submission and a recorded presentation submission. Each student will complete a presentation by creating a sport business. The final written report and presentation will be due by end of semester.

CLASS DISCUSSIONS/PARTICIPATION/ACTIVITIES: Throughout the semester, students are expected to be prepared to discuss issues relevant to the course and to participate in discussion and other exercises. For these exercises, students will be required to be actively involved to receive credit-i.e. making substantive comments, answering questions, and/or preparing short presentations.

Course Outline

**Online Assignments & Key Terms/Review Questions will be completed and due by Sunday at 11:59pm of the week it was assigned.*

WEEK #	DATE	TOPIC	ASSIGNMENTS/ TEST/COMMENTS
1	1/10/22	<p>Introduction, Course Overview Intro to Sport Management Pre-Assessment Quiz MODULE 1: Identify three sectors of organizations that operate in the sport industry Outcome #2: Demonstrate knowledge of entry level skills that are required of a sport management professional working in the <u>public sector</u> of sport management</p>	<p>Readings: Pendersen and Thibault Ch. 1- Managing Sport Pendersen and Thibault Ch. 7- Managing Sport Participation Across the Life Span Burton and Schrag Ch. 1 -Mastering the Craft of Sport Business</p>
	1/12/22	<p>MODULE 1: Identify three sectors of organizations that operate in the sport industry Outcome #3: Demonstrate knowledge of entry level skills that are required of a sport management professional working in the <u>nonprofit sector</u> of sport management</p>	<p>Readings: Pendersen and Thibault Ch. 8- Intercollegiate Athletics Burton and Schrag Ch. 2 -Essential Lessons for the Sport Business Professional</p>
2	1/18/22	<p>MODULE 1: Identify three sectors of organizations that operate in the sport industry Outcome #4: Demonstrate knowledge of entry level skills that are required of a sport management professional working in the <u>commercial sector</u> of sport management</p>	<p>Readings: Pendersen and Thibault Ch. 10- Professional Sport Burton and Schrag Ch. 3 -Fostering Meaningful Business Relationships</p>
	1/19/22	<p>MODULE 2: Apply critical thinking skills to a problem in sport management Outcome #1: Demonstrate critical thinking skills while taking a stance on a problem in sport management</p>	<p>Readings: Pendersen and Thibault Ch. 5- Sociological Aspects of Sport Management Burton and Schrag Ch. 24 - Championing Equity, Diversity, and Inclusion in the workplace</p>

3	1/24/22	<p>MODULE 2: Apply critical thinking skills to a problem in sport management</p> <p>Outcome #1: Demonstrate critical thinking skills while taking a stance on a problem in sport management</p>	<p>Readings: Pendersen and Thibault Ch. 5- Sociological Aspects of Sport Management</p> <p>Burton and Schrag Ch. 24 - Championing Equity, Diversity, and Inclusion in the workplace</p>
	1/26/22	<p>MODULE 2: Apply critical thinking skills to a problem in sport management</p> <p>Outcome #9: Demonstrate knowledge of key terms, issues, and current events in sport management</p>	<p>Readings: Pendersen and Thibault Ch. 13 - Emerging Developments in Sport Management</p> <p>Burton and Schrag Ch. 23 - Operationalizing Philosophy While Building a Culture of Integrity and Excellence</p>
4	1/31/22	<p>MODULE 3: Describe the purpose of sport management governing bodies</p> <p>Outcome #5: Demonstrate knowledge of the competition and the professional commercial model of sport and its impact on the youth and college sport system</p>	<p>Readings: Pendersen and Thibault Ch. 3 - Management Concepts and Practice in Sport Organizations</p> <p>Pendersen and Thibault Ch. 10 - Professional Sports</p> <p>Burton and Schrag Ch. 9 -Building a Brand That Reflects Your Core Values</p>
	2/2/22	<p>MODULE 3 Describe the purpose of sport management governing bodies</p> <p>Outcome #6: Demonstrate an understanding of the laws and regulations in intercollegiate sports</p>	<p>Readings: Pendersen and Thibault Ch. 4 - Managing and Leading in Sport Organizations</p> <p>Pendersen and Thibault Ch. 9 - Intercollegiate Athletics</p> <p>Burton and Schrag Ch. 14 - Developing Business Deals Consistent with Your Core Values</p>

5	2/7/22	<p>MODULE 3: Describe the purpose of sport management governing bodies</p> <p>Outcome #6:</p> <p>Demonstrate an understanding of the laws and regulations in intercollegiate sports</p>	<p>Readings:</p> <p>Pendersen and Thibault Ch. 4 - Managing and Leading in Sport Organizations</p> <p>Pendersen and Thibault Ch. 9 - Intercollegiate Athletics</p> <p>Burton and Schrag Ch. 14 - Developing Business Deals Consistent with Your Core Values</p>
	2/9/22	<p>MODULE 4: Analyze the management of a sport organization within a specific business department</p> <p>Outcome #7:</p> <p>Evaluate the management of a specific business department within a sport organization</p>	<p>Readings:</p> <p>Pendersen and Thibault Ch. 11 -Sport Management and Marketing Agencies</p> <p>Burton and Schrag Ch. 7 -A Mindset of Authenticity: The First Step in a Successful Sport Business Venture</p>
6	2/14/22	<p>MODULE 4: Analyze the management of a sport organization within a specific business department</p> <p>Outcome #7:</p> <p>Evaluate the management of a specific business department within a sport organization</p>	<p>Readings:</p> <p>Pendersen and Thibault Ch. 11 -Sport Management and Marketing Agencies</p> <p>Burton and Schrag Ch. 7 -A Mindset of Authenticity: The First Step in a Successful Sport Business Venture</p>
	2/16/22	<p>MODULE 5: Explain how advances in recruitment of athletes and marketing of teams and events have affected international sport</p> <p>Outcome #8:</p> <p>Apply decision making skills to an issue within international sport management</p>	<p>Readings:</p> <p>Pendersen and Thibault Ch. 12 - International Sport Management</p> <p>Burton and Schrag Ch. 10 - Harnessing Modern Media Strategies</p>
7	2/21/22	<p>Quiz- Intro to Sport Management Post Assessment</p> <p>MODULE 5: Explain how advances in recruitment of athletes and marketing of teams and events have affected international sport</p> <p>Outcome #10:</p> <p>Demonstrate professional business skills in a sport management environment</p>	<p>Readings:</p> <p>Pendersen and Thibault Ch. 2 - Developing a Professional Perspective</p> <p>Burton and Schrag Ch. 4 -Executing a Consistent Process and Vision</p>

	2/23/21	Quiz- Intro to Sport Management Post Assessment MODULE 5: Explain how advances in recruitment of athletes and marketing of teams and events have affected international sport Outcome #10: Demonstrate professional business skills in a sport management environment	Readings: Penderson and Thibault Ch. 2 - Developing a Professional Perspective Burton and Schrag Ch. 4 -Executing a Consistent Process and Vision
8	2/27/22	Quiz- Intro to Sport Management Post Assessment Note: Last Day to: <ul style="list-style-type: none"> • Submit Final Written Paper • Submit Final Presentation 	Readings: None

Disclaimer: The Instructor reserves the right to amend this syllabus as deemed necessary and will communicate such amendment to the students in the course

Important dates

MONDAY 1/17/2022	MARTIN LUTHER KING JR HOLIDAY- NO CLASSES
MONDAY 3/7/2022- SUNDAY 3/13/2022	MID SEMESTER BREAK