

## Introduction to Sport Management Spring 2019

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### **Course Overview**

The sport industry is an ever-evolving field of study with a diverse landscape of career and management opportunities. The foundation of the management skills and practices learned in this field are applicable to a variety of businesses and organizational needs. This course serves as an introduction to the field of sport management, offering a diversity of information pertaining to the history and foundations of sport management, the differing levels of sport (e.g., youth, recreation, amateur and professional), the various sport industry segments, international sport, and current ethical and social issues in sport.

### **Course Objectives**

The objectives for the course include:

- Demonstrating a strong knowledge foundation of the sport industry on which to build through further study
- Identifying and explaining all segments of the sport industry, both in the US and internationally.
- Applying management, marketing, financial, sociological, and legal principles to the management of sport facilities, events and organizations.
- Discussing the current status and various challenges of sport at the recreational, youth, interscholastic, intercollegiate, and professional levels.
- Explaining key components of the expanding field of sport event management.

### **Course Textbook and Materials**

Masteralexis, L.P., Barr, C.A., & Hums, M.A. (2009). Principles and Practice of Sport Management (3rd ed.). Jones & Bartlett Learning: Sudbury, MA. ISBN: 978-0-7637-4958-3

Any additional readings will be provided by the instructor.

### **Course Policies**

This course is primarily done in a combination of a lecture format and discussion exercises that examine current and relevant issues in sports. Opinions held by other students should be respected in the discussion posts. Students are expected to watch the videos and complete readings and assignments for each module. Students are informed of the due dates for projects and assignment well in advance. Therefore, extensions will not be given for assignments and late assignments will not be accepted. Make-ups and exceptions are excused absences consistent with TCA policies and at the discretion of the instructor with appropriate documentation. It is the student's responsibility to make arrangements for making up assignments.

## Course Grading

The final grade for this course is based on several categories of assignments each weighted differently.

## Discussions

Discussion questions are a way to provide a classroom collaborative experience. Students will be divided in groups of 4-6. You will respond to the prompts. Each student is required to provide input on the discussion topic. Responses should be substantive and provide additional analysis and/or raise additional questions. Each discussion will consist of a 100-150 word written response as well as a presentation of your response to the class.

## Quizzes

Timed quizzes will be given for each Module based on the assigned readings and lectures. The quizzes consist of 10 questions and students will have 12 minutes to take the quiz.

## Assignments

Students will be required to complete 4 assignments throughout this course. Each assignment is designed to assist you in beginning to consider which area of the sport industry as a potential career field. If a student is deemed to have plagiarized, he or she will be given a zero for the assignment. Please be sure to properly cite all sources directly quoted and paraphrased in each assignment using the MLA style. If you are unsure about how or whether to cite something, please ask the instructor for guidance.

## Course Grading

Do not ask the instructor questions regarding your grade. Rounding up is completely under the discretion of the instructor. If you want to challenge a grade, please come to the professor with evidence from the textbook or case materials to justify your grade change request. You must do so within three days after the assignment has been graded.

## Course Schedule

This schedule is a tentative outline of the reading, projects and assignments that will be covered throughout the semester. If there are changes or amendments to this schedule, you will be told well in advance of any assignments that may be due.

Date	Readings	Assignment
Module 1 Jan.8-Jan.21	Chapter 1 and 2	Discussion 1 Quiz 1
Module 2 Jan. 22-Feb. 4	Chapters 3 and 4	Discussion 2 Quiz 2 Assignment 1 Due
Module 3 Feb. 5-Feb. 18	Chapters 5 and 6	Discussion 3 Quiz 3
Module 4 Feb. 19-Mar. 4	Chapters 7 and 8	Discussion 4 Quiz 4

		Assignment 2 Due
Module 5 Mar. 5-Mar. 18	Chapter 10 and 11	Discussion 5 Quiz 5 Interview Name Due
Module 6 Mar. 19-April 1	Chapter 12 and 13	Discussion 6 Quiz 6 Assignment 3 Due
Module 7 April 2-April 15	Chapter 15 and 17	Discussion 7 Quiz 7
Module 8 April 16-April 25	Chapters 20 and 21	Discussion 8 Assignment 4 Due