Eastern Illinois University – Department of Kinesiology and Sports Studies (KSS)
KSS 2761.01 – Introduction to Sport Management
Spring 2013

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Office Hours:	MW = 10-11am, M-T-W = 2-3 pm	**Classroom:**	2210 McAfee – MWF 1:00 to 1:50 am

Course Description: This course provides an overview of the field of sport management by introducing the historical aspects of the discipline and key content areas. Topics to be included are managerial leadership, marketing, communications, finance and economics, sport sociology, and law and their application in professional, intercollegiate, interscholastic, and youth and community sport programs.

Course Objectives:
- Discuss the key principles and content areas of sport management
- Discuss the various sectors of the sport industry.
- Analyze how key management principles apply to the various sectors of the sport industry
- Discuss the variety of career opportunities available in the field of sport management
- Examine current issues and trends affecting sport managers.
- Discuss the impact of sport on society internationally.

Required Text: Pederson, Parks, Quarterman, & Thibault. *Contemporary Sport Management*. (2011: 4th edition).

Other Resources: Online resources including a) sportsbusinessjournal.com, b) athleticbusiness.com, c) NCAA.org d) athleticmanagement.com, e) recmanagement.com, f) fitnessmanagement.com, g) IHSA.org

Desire2Learn: Some class activities may be administered via Desire2Learn. Use your EIU username and password to log-on to Desire2Learn. (https://www.eiu.edu/eiuonline/)

Learning Activities: **Total Points** = **250 points**

1) Midterm Exams (3 total = 40 points = 50 questions each = 60 minutes) **120 points**

Mid-Term Exam #1 = Feb 1st	Mid-Term Exam #2 = Mar 1-3rd	Mid-Term Exam #3 = Apr 5-6th
Chapter 1: Managing Sport in the 21st century	Chapter 6: Professional Sport	Chapter 11: Sport Tourism
Chapter 2: Developing Professional Prospective	Chapter 7: Intercollegiate Athletics	Chapter 12: Sport Marketing
Chapter 3: Historical Aspects of Sport Business	Chapter 8: Interscholastic Athletics	Chapter 13: Sport Communication
Chapters 4 & 5: Management & Leadership	Chapter 9: Youth and Community Sport	Chapter 14: Sport Finance-Economics

2) International Sport Event PPT (*due dates vary for each group: 24 points from rubric, 16 points from ppt) **40 points**

Step #1: Create groups of 4 students each – Sign up to present on an international sports event that involves 'national' teams
Step #2: Key sections - introduction, origin, structure, growth, great ind & team performances, 3+ controversies, future, conclusion
Step #3: Email finalized group PPT file to instructor before the start of class on the presentation date.
Step #4: * Minimum PPT Criteria: **at least** 16 content slides (4/student), 10+ relevant images, 2 supportive video clips (3-5 min each), create 1 table for relevant data, create 1 graph/figure to display relevant data, 5+ hyperlinks to related content/websites

* EIU oral speaking rubric will be used to evaluate individual student performance – * each student must present at least 4 slides

3) Professional E-Portfolio (*due on **January 28th, 2013**) **30 points**

* In one '3-page' MS Word doc submit: **Page 1)** updated resume, **Page 2)** description + hyperlink for 10 individual internships from at least 5 different websites, **Page 3)** cover letter for top internship or job choice.
* Upload to the correct D2L assignment drop box by the due date. (* Do NOT submit file in .pdf format *)

4) Final Exam – cumulative = 100 questions covering content from the full term **60 points**

* Review MS PowerPoint notes, discussion topics, chapter readings from entire semester

5) Attendance – required – final semester grade reduced 1 letter grade after every 5th unexcused absence

6) Extra Credit – 3 options (*complete up to 2 options) (due no later than **April 26th, 2013)** **5 points each**

a) Attend **professional development** workshop, show evidence, summarize experience - (i.e. a job fair, EIU Career Services event, certification)
b) **Volunteer or work at sports-fitness** event, provide evidence, summarize experience - (Marathon, Festival, EIU athletics event staff)
c) **Propose extra credit**, justify rationale & benefits, get approval, summarize experience
* Answer 3 key Qs in detail: 1) What did you do? 2) What did you learn? 3) How did you professionally & personally benefit?

Spring 2013 Tentative Class Schedule

(*subject to change with notice)

Week #	Planned Discussion Topic	Assignments Due
Week 1 = (Jan 7-9-11)	Chapter 1: Managing Sport in the 21st century	Read Chapter 1
Week 2 = (Jan 14-16-18)	Chapter 2 : Developing Professional Prospective Chapter 3: Historical Aspects of Sport Business	Read Chapters 2 & 3
Week 3 = (J 23) *** Jan 21st: MLK Jr Holiday** *** Jan 25th: no class session**	Chapter 4: Historical Aspects of Sport Business	Read Chapter 4 ***Jan 25th – finalize Portfolio, meet w/ your presentation groups**
Week 4 = (J 30) *** Jan 28th: no class session** *** Feb 1st: Leadership Conf.**	Chapters 5: Management and Leadership in Sport	Read Chapters 5 *** Jan 28th: "Portfolio due" - D2L** *** Feb 1st = Exam #1 due - D2L**
Week 5 = (Feb 4-6-8)	Chapter 6: Professional Sport	Read Chapter 6 - Int sport event ppt?
Week 6 = (Feb 11-13) *** Feb 15th : Lincoln's B-day**	Chapter 7: Intercollegiate Athletics	Read Chapter 7
Week 7 = (Feb 18-20-22)	Chapter 8: Interscholastic Athletics	Read Chapter 8 - Int sport event ppt?
Week 8 = (Feb 25-27, Mar 1)	Chapter 9: Youth and Community Sport	Reach Chapter 9 - Int sport event ppt? *** Mar 1-3 = D2L exam #2**
Week 9 = (Mar 4-6-8)	Chapter 11: Sport Tourism	Read Chapter 11 – Int sport event ppt?
Week 10 = (Mar 11-13-15)	*** Spring Break – No class sessions ***	*** No assignments ***
Week 11 = (Mar 18-20-22)	Chapter 12: Sport Marketing	Read Chapter 12 - Int sport event ppt?
Week 12 = (Mar 25-27-29)	Chapter 13: Sport Communication	Read Chapter 13 - Int sport event ppt?
Week 13 = (Apr 1-3-5)	Chapter 14: Sport Finance-Economics	Read Chapter 14 - Int sport event ppt? *** Apr 5-6 = D2L exam #3**
Week 14 = (Apr 8-10-12)	Chapter 15: Sport Facility and Event Management	Read Chapter 15 - Int sport event ppt?
Week 15 = (Apr 15-17-19)	Chapter 17: Legal Considerations in Sport	Read Chapter 17 - Int sport event ppt?
Week 16 = (Apr 22-24-26)	Chapter 18: Sociological Aspects of Sport	Read Chapter 18 - Int sport event ppt?
Week 17 – Final Exam Week	**Wednesday, May 1st 2013**	**Comprehensive Final Exam**

* Student Success Center – contact for assistance with time management, test taking, note taking, avoiding procrastination, setting goals, and other academic achievement skills – for appointment call 217-581-6696, 9th Street Hall, Room 1302.

* Office of Disability Services (217-581-6583) - have a documented disability? Need academic accommodations? Please contact us.

* EIU Writing Center (217-581-5929) - a place where students can develop as independent writers and thinkers

Reminders: a. All assignments due by start of class b. **20% off** each day an assignment is late c. Check EIU email everyday