

Eastern Illinois University – Department of Kinesiology and Sports Studies ([KSS](#))

KSS 2761.01 – Introduction to Sport Management

Spring 2014

Instructor:	Jon A. Oliver, Ph.D.	Office Telephone:	(217) 581-6366
Office Address:	2010 McAfee-EIU, Charleston, IL, 61920	Email Address:	jaoliver@eiu.edu
Office Hours:	MW = 10-11am, 2-4pm, TU = 12:30-1:30pm	Classroom:	2210 McAfee–MWF 1:00-1:50 pm

Course Description: This course provides an overview of the sport management academic discipline by introducing key historical aspects and content areas. Content areas include managerial leadership, marketing, communications, finance, sport sociology, and sport law, complemented with introductory analysis of their application to 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) IHSAA.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 = 370 points

- 1) Initiate free trial subscription to [SportsBusiness Journal](#) + article review (*due by January 24th, 2014) **20 points**
- email evidence of [SBJ](#) acct, select article relevant to course, submit 500+word summary, upload to [D2L](#) dropbox by due date.
- 2) 6 ‘Pop’ quizzes (*start of class – covering assigned readings for that day – **cannot** be made up – drop lowest score) **50 points**
- 3) Midterm Exams via [D2L](#) (3 total = 50 points = 50 questions each = 60 minutes) **150 points**

Mid-Term Exam #1 = Feb 7-8	Mid-Term Exam #2 = March 7-8	Mid-Term Exam #3 = April 11-12
Chapter 1: Managing Sport in the 21 st 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

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

Step #1: Create groups of 3 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: Upload finalized group PPT file to [D2L](#) assignment drop box before start of class on your 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

- 5) Professional E-Portfolio (*due on **February 21st, 2014**) **30 points**

* In one ‘3-page’ MS Word doc submit: **Page 1)** current [resume](#), **Page 2)** 10 individual internships (include detailed description + hyperlink for each) from at least 5 different websites, **Page 3)** [cover letter](#) written to the organization offering your top internship
 * Upload to the correct [D2L](#) assignment drop box by start of class on the due date. (* **Do NOT** submit file in .pdf format *)

- 6) Attend [EIU Career Services](#) event (* due by **March 28th, 2014**) **20 points**

* Attend an EIU Career Services event this semester (workshop, seminar, job fair, individual consultation = [Spring 2014 event schedule](#))
 * Kindly request a Career Services staff member to send me an email confirming your attendance & participation
 * Answer 3 key Qs in detail: 1) What did you do? 2) What did you learn? 3) How did you professionally & personally benefit? – Upload to [D2L](#)

- 7) Final Exam – cumulative = 100 questions covering content from the full term (.6 points per question) **60 points**

* Review MS PowerPoint notes, chapter readings, class discussions. ~25% of questions coming from chapters 15, 17, and 18

Spring 2014 Tentative Class Schedule

(*subject to change with notice)

Week #	Planned Discussion Topic	Assignments Due
Week 1 = (Jan 13-15-17)	<u>Chapter 1</u> : Managing Sport in the 21 st century <u>Chapter 2</u> : Developing Professional Prospective	Read Chapter 1
Week 2 = (Jan 22-24) * Jan 20 – MLK Jr Holiday	<u>Chapter 2</u> : Developing Professional Prospective	Read Chapter 2 * Jan 24 - SBJ subscription + art. review due
Week 3 = (Jan 27-29-31)	<u>Chapter 3</u> : Historical Aspects of Sport Business <u>Chapter 4</u> : Management in Sport	Read Chapters 3 & 4
Week 4 = (Feb 3-5-7)	<u>Chapters 5</u> : Leadership in Sport	Read Chapters 5 *Feb 7-8 = Exam #1 due - D2L
Week 5 = (Feb 10-12) * Feb 14 – Lincoln’s B-day	<u>Chapter 6</u> : Professional Sport	Read Chapter 6 - Int sport event ppt?
Week 6 = (Feb 17-19-21)	<u>Chapter 7</u> : Intercollegiate Athletics	Read Chapter 7 - Int sport event ppt? * Feb 21 = “Portfolio due” - D2L
Week 7 = (Feb 24-26-28)	<u>Chapter 8</u> : Interscholastic Athletics	Read Chapter 8 - Int sport event ppt?
Week 8 = (Mar 3-5-7)	<u>Chapter 9</u> : Youth and Community Sport	Reach Chapter 9 * Mar 7-8 = Exam #2 - D2L
Week 9 = (Mar 10-12-14)	SPRING BREAK – no class sessions	No assignments
Week 10 = (Mar 17-19-21)	<u>Chapter 11</u> : Sport Tourism	Read Chapter 11 – Int sport event ppt?
Week 11 = (Mar 24-26-28)	<u>Chapter 12</u> : Sport Marketing	Read Chapter 12 - Int sport event ppt? * Mar 28 th – EIU Career Services due* - D2L
Week 12 = (Mar 31, Apr 2-4)	<u>Chapter 13</u> : Sport Communication	Read Chapter 13 - Int sport event ppt?
Week 13 = (Apr 7-9-11)	<u>Chapter 14</u> : Sport Finance-Economics	Read Chapter 14 - Int sport event ppt? * Apr 11-12 = Exam #3 - D2L
Week 14 = (Apr 14-16-18)	<u>Chapter 15</u> : Sport Facility and Event Management	Read Chapter 15 - Int sport event ppt?
Week 15 = (Apr 21-23-25)	<u>Chapter 17</u> : Legal Considerations in Sport	Read Chapter 17 - Int sport event ppt? * Apr 25 th - All extra credit due*
Week 16 = (Apr 28-30, May 2)	<u>Chapter 18</u> : Sociological Aspects of Sport	Read Chapter 18 - Int sport event ppt?
Week 17 – *Final Exam	Wednesday, May 7th, 2014 – 12:30 pm to 2:30 pm	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

* **Extra Credit – 3 options** (*complete up to 2 options) (due no later than **April 25th, 2014**) **5 points each**

- Attend 2nd **professional development** workshop, show evidence, summarize experience - (i.e. a job fair, 2nd [Career Services](#) event, workshop)
- Volunteer or work at sports-fitness** event, provide evidence, summarize experience - (Marathon, Festival, EIU athletics event staff)
- Propose extra credit**, provide rationale & identify potential benefits, get approval, summarize experience by answering 3 key questions
- Create [LinkedIn](#) profile = add prof. image + details about education & work experience, *send me request to join EIU KSS Spt Mgt Alum Group

For each option - * Answer 3 key Qs in detail: 1) What did you do? 2) What did you learn? 3) How did you professionally & personally benefit?