

EASTERN ILLINOIS UNIVERSITY
Department of Kinesiology and Sports Studies
PED 4761- Sport Management
Spring 2010

Instructor: Scott AGM Crawford

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Room: Lantz Arena 2202

Office Hours: MTWRF: 2:00-4:00

Other times by appointment

Course Description: This class is specifically an introductory collegiate course in sport management programs. The goal is to provide a realistic glimpse into challenges and opportunities that are present in the world of sport management.

Course Objective:

1. Developing a beginning philosophy of sport management.
2. Understanding relationships between sport, sport business, and sport management.
3. Understanding basic managerial theories and principles as well as concepts of management.
4. Understanding types of positions, jobs, and career opportunities.
5. Developing essential managerial competencies, survival skills, and leadership attributes appropriate for today's complex sports world.

Course Content: Basically a core of standard lecture, closely tied into the lecture content and sequencing of material contained in our class text. There will be a continuing emphasis on class involvement and class discussion.

Evaluation: `1. Mid-term 25%

2. Final 25%

3. Research Paper 50%

This research paper is not a mini-thesis. But it must be a significant piece of work. Length should be at least fifteen (15) pages. At least fifteen (15) sources must be listed in the bibliography and APA format should be used. Formant for exams is three (3) essay styled questions selected for a choice of six (6). Class attendance, while not evaluated, is of critical importance. Only one (1) unexplained absence is tolerated. All absences must be accounted for. Class discussion is also not evaluated. The expectation is, however, that class involvement and class discussion will reflect on a committed, professional, and focused graduate profile.

Text: Lisa P. Masteralexis, Carol A. Barr and Mary A. Llums. Principles and Practice of Sport management (2009).

Another mandatory course requirement is the submission of an end-of-course portfolio. This will contain each/all of your “weekly readings” complemented by readings provided by class members and other class members. While not graded, a failure to submit this will prevent you from completing this class.

Each class session follows an exact model. We begin on time or fractionally early. If late-albeit by seconds-please do not show up. We open with an “ice breaker.” Each student shared their view/opinion/spin on some recent event that connects- in some form- with the assigned textbook chapter for that week. This is followed by lecture. Element three is each student sharing their readings (directly linked with that week’s textbook chapter or chapters) with the class. Readings should draw from reliable and varied sources: e.g. Wall Street Journal, Sports Illustrated, Money, The Economist, Time, Newsweek, Chicago Tribune, academic journal, reputable websites, etc. The conclusion of each lesson is the students sharing their answer to one assigned question that relates to the chapters covered in the class. These answers must be typed and may be collected for scrutiny. MANY THANKS.