Eastern Illinois University

College of Education and Professional Studies

Kinesiology and Sports Studies Department

KSS 2761-001 – Introduction to Sport Management (3-0-3)

Fall 2016 1-1:50 MWF

Instructor: Mary Sanders Email: [mlsanders2@eiu.edu](mailto:mlsanders2@eiu.edu)

Office: 2554 Lantz

Office Hours: 11am-12:30pm TR 11am-12pm W or by appointment

Course This course provides an overview of the field of sport management by introducing

Description: 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 Upon successful completion of this course, the student will be able to:

Objectives: 1. Discuss the key content areas of sport management.

2. Discuss the various aspects of the sport industry.

3. Analyze the application of the key content areas of sport management to the

various sectors of the sport industry.

4. Discuss the variety of career opportunities available in the field of sport

management.

5. Examine current issues and trends affecting sport managers.

6. Discuss the impact of sport on society internationally.

Textbook: Contemporary Sport Management. Pedersen, Thibault, Editors, Human Kinetics, 5th Ed.

Evaluation: Exams – 50% Grading Scale

Written assignments – 30% A = 90-100%

Case studies – 10% B = 80-89%

Global sport project – 10% C = 70-79%

D = 60-69%

F = <60%

**NOTE:** You must earn a grade of “C” or better in this course or it must be retaken.

All assignments have due dates, nothing will be accepted after its due date, **no exceptions.** If you are absent on the day of an exam and you have an excused absence you must schedule an alternate time to make up the exam within the following week. Extra credit is not an option in this class.

Final Exam: The final exam will be given on Tuesday, December 13, 2016, at 12:30pm.

Course You should plan to attend every class and be on time. You should bring

Policies and your textbook, paper, and something to write with to each class

Expectations: meeting. Attendance is EXPECTED and will be taken at each class

meeting. If you are absent, and it is unexcused, you will not be able to make up

points that were earned or turn in any assignments that were due. It is the responsibility of the student to inform the instructor of excused absences for official University sponsored events, family emergencies, court dates, etc. and provide written documentation regarding the absence. Student athletes must provide the instructor with a schedule of competition/ travel dates if they will be missing class due to games or traveling.

Electronics devices are NOT allowed to be in use during the class period

unless permission has been granted by the instructor. Please be respectable

to the instructor and others in the class by placing your cell phone in silent mode when class begins.

Course Outline: This is a tentative outline and may change due to circumstances that might arise

and interfere with the planned outline.

Week 1 – Sport management: A Professional Perspective

Week 2 – Historical Aspects of the Sport Industry

Week 3 – Management Concepts, Practice, and Leadership

Week 4 – Professional Sport

Week 5 – Intercollegiate Athletics

Week 6 – Interscholastic Athletics

Week 7 – Youth and Community Sport

Week 8 – Sport Tourism

Week 9 – Sport Marketing

Week 10 – Sport Communications

Week 11 – Finance and Economics in Sport

Week 12 – Facilities and Event Management

Week 13 – Sport Law

Week 14 – Sport Sociology

Week 15 – International Perspectives on the Sport Industry

Academic Integrity: Students are expected to maintain principles of academic integrity and conduct

as defined in EIU’s Code of Conduct (<http://www.eiu.edu/judicial/studentconcuctcode.php>).

Violations will be reported to the Office of Student Standards.

Student Success Center: Students who are having difficulty achieving their academic goals are

encouraged to contact the Student Success Center ([www.eiu.edu/~success](http://www.eiu.edu/~success)) for assistance with time

management, test taking, note taking, avoiding procrastination, setting goals, and other skills to support

academic achievement. The Student Success Center provides individualized consultations. To make an

appointment, call [217-581-6696](callto:+1217-581-6696), or go to 9th Street Hall, Room 1302.

Disability Services: If you are a student with a documented disability in need of accommodations to fully participate in this class, please contact the Office of Student Disability Services (OSDS). All accommodations must be approved through OSDS. Stop by Ninth Street Hall, Room 2006, or call 217-581-6583 to make an appointment.