

# Department of Kinesiology and Sport Studies ([KSS](#))

## KSS 4764.01: Sport Management Principles

Fall 2016

<b>Instructor:</b>	Jon A. Oliver, Ph.D.	<b>KSS Telephone:</b>	217-581-2215 (leave message)
<b>Office Address:</b>	2010 McAfee-EIU, Charleston, IL 61920	<b>Email Address:</b>	jaoliver@eiu.edu
<b>Office Hours:</b>	MW 10-12pm, 1-3 pm	<b>Classroom:</b>	2210 McAfee: MWF 12:00-12:50pm

**Course Description:** Examination and analysis of how the essential management functions of PLANNING, ORGANIZING, LEADING, and CONTROLLING are applied in the sport industry.

**Course Objectives:** Upon successful completion of this course the student will be able to:

- Comprehend generally accepted principles of organization and administration commonly used by sport managers
- Analyze concepts and theories related to the core management functions of planning, organizing, leading and controlling fundamental to the successful administration of sport and exercise programs.
- Examine how the four core management functions apply to event and facility management

**Required Texts:** Applied Sport Management Skills (Lussier & Kimball, 2014: Human Kinetics – 2<sup>nd</sup> Edition)

**Supplementary Resources (Printed and Electronic) at [Booth Library](#), the WWW, or my office:**

<a href="#">Athletic Business</a>	<a href="#">IHSA.org</a>	<a href="#">Journal of Sport Management</a>
<a href="#">Athletic Management</a>	<a href="#">NCAA.org</a>	<a href="#">The Journal of Applied Sport Management</a>
<a href="#">Coach and Athletic Director</a>	<a href="#">NFHS.org</a>	Street & Smith's <a href="#">Sports Business Journal</a>

**Activities and Grading: (350 Total Points) - \* KSS 4764.01 is a writing-intensive course (<http://www.eiu.edu/~assess>)**

*Learning Activities	*Points	*Due	*Assignment Description
<b>Weekly Quizzes</b>	<b>100 points</b> (*12.5 pts each)	<b>* varies</b>	10 points each - start of class – covering assigned readings for that week * Quizzes <b>CANNOT</b> be made up – will count top 8 quiz scores
<b>“Case Study” Presentation</b> (* groups of 4)  * Evaluated with <a href="#">EIU oral speaking rubric</a>	<b>50 points</b>  (PPT elements = 26) (Oral presentation = 24)  * Each student must present <u>5+ slides</u>	<b>* varies</b>  Sign-up for topic via email	Groups will present on the chapter case study (or related case study). Weave in important chapter discussion topic(s) & at least 5+ relevant open-ended discussion questions. * <u>Key sections</u> = introduce topic, background info on case, connections to chapter principles, related sport industry situations, integrate 5+ class discussion Qs, summary/conclusion *(PPT elements = title slide, slide headings, 5+ relevant images, 5+ hyperlinks, <u>create</u> 1 table for data, <u>create</u> 1 graph for data, one 3-5 min relevant video clip, References
<b>Strategic Analysis of Sport Organization</b>	<b>50 points</b>  (*10 pts per step)	<b>* Sep 23</b>  *Upload to <a href="#">D2L</a> ‘dropbox’ by start of class on due date	Use strategic analysis principles from Figure 4.4 (pages 96-99) to complete a strategic analysis for a sport organization (Ex = team <Notre Dame>, league <NFL>, athletic conference <Big 12>, association <NCAA>, organization <IOC or FIFA>, company <Under Armour>, etc – but NOT NIKE!). Provide detailed analysis for each of the 5 steps. Include data/info from 5 sport-specific references to strengthen your analysis, conclusions, and recommendations for the organization.
<b>Leadership Paper</b>  * Evaluated with <a href="#">EIU writing rubric</a>  (Content, Organization, Style, Mechanics, Referencing)	<b>60 points</b>  * 5 major components (11 pts each)  * Finalize topic (‘who’ & ‘why’) via <a href="#">D2L</a> by *Oct 31 (*5 points)	<b>* Nov 14</b>  *Upload in <a href="#">D2L</a> ‘dropbox’ folder by start of class	Craft a semi-formal research paper in 3 <sup>rd</sup> person neutral about a “leader” who has made a significant impact on the sport-fitness industry. Weave 8+ references into discussion on what leadership skills from readings this leader has effectively demonstrated and why others should <u>emulate</u> this leader. * 750+ words ( <a href="#">EWP</a> ) - *Submit via <a href="#">D2L</a> ‘Assignments folder’  For Paper = Use * <a href="#">APA in-text referencing</a> and attach a ‘References’ page that is in <a href="#">APA format</a> * ( <u>include</u> title page, introduction, relevant section headings, conclusion, DB space, submit as <a href="#">Word doc</a> )
<b>Sport Industry Career Event</b> <b>(*Grad Students Only)</b>	<b>30 points</b>  *(evidence + detailed summary)	<b>* Dec 2</b>	Attend one off-campus or two on-campus sport industry career development event(s). Provide evidence of attendance. Submit detailed reflective summary of experience(s) to <a href="#">D2L</a> . * <u>Answer 3 key Qs</u> in detail: 1) What did you <u>attend &amp; why</u> ? 2) What did you <u>learn</u> ? 3) How did you personally & professionally <u>benefit</u> ?
<b>Final Exam</b>	<b>70 points</b> (~100 Qs)	<b>* Dec 14</b>  12:30-2:30pm	<u>Cumulative exam</u> over ppt notes, chapter readings, & discussion from full semester ~25% of questions coming from Chaps 13 & 14
<b>Extra Credit</b> (*main options*)	<b>5 points each</b>  (*choose up to 2)	<b>* Dec 9</b>	a) Attend on or off-campus <b>professional development event</b> , show evidence, summarize exper. b) <b>Volunteer or work at sports-fitness</b> event, provide evidence, summarize experience c) <b>Propose EX.CR.</b> , justify rationale & benefits, get approval, summarize experience  * <u>Answer 3 Qs</u> in detail for each activity: 1) What did you <u>do</u> (duties)? 2) What did you <u>learn</u> ? 3) How did you personally & professionally <u>benefit</u> from the activity?
<b>Total Points</b>	<b>360 pts (Grad)</b> <b>330 (UG)</b>	total	<b>A = 90%+, B = 89%-80%, C = 79%-70%, D = 69%-60%, F = Below 60%</b>
<b>Attendance</b>	<b>required</b>	Taken daily	Final grade reduced 1 letter for every 5 absences. * 2 Tardies = 1 absence. Be on time-be ready.

## Fall 2016 Tentative Class Schedule

(\*subject to change with notice)

Week #	Planned Discussion Topic	Assignments Due
Week 1 = (Aug 22-24-26)	Chap 1 - Managing Sports	Read Chapter 1 – possible quiz
Week 2 = (Aug 29-31, Sep 2)	Chap 2 - The Sports Industry Environment	Read Chapter 2 – possible quiz
Week 3 = (Sep 7-9) * Mon-Sep 5 = Labor Day Holiday	Chap 3 - Problem Solving & Decision Making	Read Chapter 3 – possible quiz - Case study presentation
Week 4 = (Sep 12-14-16)	Chap 4 - Strategic and Operational Planning Ex = <a href="#">EIU Athletics “Blueprint for Success”</a>	Read Chapter 4 – possible quiz - Case study presentation
Week 5 = (Sep 19-21-23)	Chap 5 - Organizing and Delegating Work	Read Chapter 5 - Case study presentation
Week 6 = (Sep 26-28-30)	Chap 6 – Sport Culture, Innovation, and Diversity	Read Chapter 6 – possible quiz - Case study presentation
Week 7 = (Oct 3-5-7)	Chap 7 - Human Resource Management	Read Chapter 7 – possible quiz - Case study presentation
Week 8 = (Oct 10-12) * Fri-Oct 14 = EIU Fall Break	Chap 8 - Behavior in Organizations	Read Chapter 8 – possible quiz - Case study presentation
Week 9 = (Oct 17-19-21)	Chap 9 - Team Development	Read Chapter 9 – possible quiz - Case study presentation
Week 10 = (Oct 24-26-28)	Chap 10 - Communicating for Results	Read Chapter 10 – possible quiz - Case study presentation
Week 11 = (Oct 31, Nov 2-4)	Chap 11 - Motivating to Win	Read Chapter 11 – possible quiz - Case study presentation
Week 12 = (Nov 7-9-11)	Chap 12 - Leading to Victory <a href="#">John Wooden's ‘Pyramid of Success’</a>	Read Chapter 12 – possible quiz - Case study presentation
Week 13 = (Nov 14-16) * Fri-Nov 18 = IAHPERD Conv.	Chap 13 - Controlling for Quality & Productivity	Read Chapter 13 – possible quiz - Case study presentation
Week 14 = (Nov 21-23-25)	*Thanksgiving Break*	*No Assignments*
Week 15 = (Nov 28-30, Dec 2)	Chap 14 - Facilities and Event Management	Read Chapter 14 – possible quiz - Case study presentation
Week 16 = (Dec 5-7-9)	Chap 14 - Facilities and Event Management - Final Exam Preview, Extra Credit deadline	Finish Chapter 14 – possible quiz
Week 17 – *Final Exam*	* Dec 14 <sup>th</sup> , 2016 from 12:30-2:30 pm	Cumulative Exam via <a href="#">D2L</a>

\* [Student Success Center](#) - (217-581-6696) contact for assistance with time management, test taking, note taking, etc - 9<sup>th</sup> 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