

Department of Kinesiology and Sport Studies ([KSS](#))
KSS 4764.01: Sport Management Principles - Spring 2017

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Office Hours:	M,T,W,TH,F – 12:00-1:00 pm or by apt.	Classroom:	2631 McAfee: MWF 11:00-11:50pm

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 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 – 2nd Edition)

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

Athletic Business	NFHS.org	IHSA.org	Journal of Sport Management
Athletic Management	Sports Business Journal	NCAA.org	The Journal of Applied Sport Management

Activities and Grading: (Total Points = 360/330) - * KSS 4764.01 is writing-intensive course (<http://www.eiu.edu/~assess>)

*Learning Activities	*Points	*Due	*Assignment Description
'Surprise' Quizzes	70 points (*14 pts each)	* during semester	14 points each - start of class – covering assigned readings for that week * Quizzes CANNOT be made up (*except for EIU excused absence)– will count top 5 quiz scores
Chicago Bears QB 'Problem' (or opportunity?)	30 points (*5 pts per step)	* Jan 27 *Upload to D2L 'dropbox'	Assume the role of Bears GM (*currently held by EIU alum Ryan Pace) and utilize the 6-step 'Decision-Making Model' on pg. 66 to determine the best quarterback option for the Bears future. Integrate data from at least 3 reputable references to support your step-by-step analysis & final decision. *Upload to D2L 'dropbox' by start of class on due date.
"Case Study" Presentation (*groups of 3) * Evaluated with EIU oral speaking rubric	50 points (PPT elements = 26) (Oral presentation = 24) * Each student must present <u>5+ slides</u>	* varies Sign-up for topic via email	Groups will present on a chapter case study (or related case study to chapter readings). Weave in important chapter discussion topic(s) & at least 5+ relevant open-ended discussion questions. * <u>Key content</u> = introduction, background on case, connections to chapter principles, related sport industry situations, integrate 5+ class discussion Qs, summary/conclusion *(<u>PPT elements</u> = title slide, slide headings, 5+ relevant images, 5+ hyperlinks, <u>create</u> 1 table for relevant data, <u>create</u> 1 graph for relevant data, one 3-5 min relevant video clip, Refs. slide
Strategic Analysis of Sport Organization	50 points (*10 pts per step)	*Feb 10 *Upload to D2L 'dropbox' by start of class on due date	* Use strategic analysis structure in Figure 4.4 (and Nike example on pages 97-99) to complete a strategic analysis for a sport organization of interest (Ex = team <Notre Dame>, league <NFL>, conference <Big 12>, association <NCAA>, org <IOC or FIFA>, or company <Under Armour>) * Provide detailed analysis for each of the 5 steps. Include data/info from 5 sport-specific references to support a 4x4 Critical Success Factor analysis (Step #3), as well as your 'Competitive Advantage' conclusions & 'Strategic Issues' recommendations for the org's future.
Leadership Paper * Evaluated with EIU writing rubric (Content, Organization, Style, Mechanics, Referencing)	60 points * 5 major components (11 pts each) * Finalize topic ('who' & 'why') via D2L by * March 24 (*5 points)	* Apr 7 *Upload in D2L 'dropbox' folder by start of class	Craft a semi-formal research paper in 3 rd person neutral about a "leader" who has made a significant impact on the sport-fitness industry. Connect concepts from class text and 4+ other sport references into discussion on what leadership skills and attributes this leader has effectively demonstrated and why others should <u>emulate</u> . * 750+ words (<u>EWP</u>) - *Upload to D2L 'dropbox' * (<u>include</u> title page, introduction, relevant section headings, conclusion, DB space, submit as Word doc) * Note - Use * APA in-text citations and attach a 'References' page that is in APA format
Sport Industry Career Event (*Grad Students Only)	30 points *(submit evidence + detailed summary)	* Apr 28 *Upload to D2L 'dropbox'	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 D2L . * <u>Answer 3 key Qs</u> in detail: 1) What did you <u>attend & why</u> ? 2) What did you <u>learn</u> ? 3) How did you personally & professionally <u>benefit</u> ?
Final Exam	70 points (*~100 Qs)	* May 2 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
Extra Credit (*main options*)	5 points each (*choose up to 2)	* Apr 28 *Upload to D2L 'dropbox'	a) Attend on or off-campus professional development event , show evidence, summarize exper. b) Volunteer or work at sports-fitness event, provide evidence, summarize experience c) Propose EX.CR. , 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?
Total Points	360 <GR> or 330	total	A = 90%+, B = 89%-80%, C = 79%-70%, D = 69%-60%, F = Below 60%
Attendance	required	Taken daily	Final grade reduced 1 letter after every 5 absences. * 2 Tard. = 1 absence. Be on time, be ready.

Spring 2017 Tentative Class Schedule

(*subject to change with notice)

Week #	Planned Discussion Topic	Assignments Due
Jan 9-11-13	Chap 1 - Managing Sports	Read Chapter 1 – possible quiz
Jan 18-20 *Jan 16 (Mon) – no class	Chap 2 - The Sports Industry Environment	Read Chapter 2 – possible quiz
Jan 23-25-27	Chap 3 - Problem Solving & Decision Making	Read Chapter 3 – possible quiz - Case study presentation (?)
Jan 30, Feb 1-3	Chap 4 - Strategic and Operational Planning Ex = EIU Athletics “Blueprint for Success”	Read Chapter 4 – possible quiz - Case study presentation (?)
Feb 6-8-10	Chap 5 - Organizing and Delegating Work	Read Chapter 5 – possible quiz - Case study presentation (?)
Feb 13-15 *Feb 17 (Fri) – no class	Chap 6 – Sport Culture, Innovation, and Diversity	Read Chapter 6 – possible quiz - Case study presentation (?)
Feb 20-24 *Feb 22 (Wed) – no class	Chap 7 - Human Resource Management *Feb 22 – Illinois State Sport Management Symposium	Read Chapter 7 – possible quiz - Case study presentation (?)
Feb 27, Mar 1-3	Chap 8 - Behavior in Organizations	Read Chapter 8 – possible quiz - Case study presentation (?)
Mar 6-8-10	Chap 9 - Team Development	Read Chapter 9 – possible quiz - Case study presentation (?)
Mar 13-15-17	SPRING BREAK	*No class sessions*
Mar 20-22-24	Chap 10 - Communicating for Results	Read Chapter 10 – possible quiz - Case study presentation (?)
Mar 27-29-31	Chap 11 - Motivating to Win	Read Chapter 11 – possible quiz - Case study presentation (?)
Apr 3-5-7	Chap 12 - Leading to Victory John Wooden's ‘Pyramid of Success’	Read Chapter 12 – possible quiz
Apr 10-12-14	Chap 12 - Leading to Victory	Read Chapter 12 – possible quiz - Case study presentation (?)
Apr 17-19-21	Chap 13 - Controlling for Quality & Productivity	Read Chapter 13 – possible quiz - Case study presentation (?)
Apr 24-26-28	Chap 14 - Facilities and Event Management - Final Exam Preview, Extra Credit deadline	Finish Chapter 14 – possible quiz
Week 17 – *Final Exam*	* May 2nd, 2017 from 12:30-2:30 pm	Cumulative Exam via D2L

* [Student Success Center](#) - (217-581-6696) contact for assistance with time management, test taking, note taking, etc - 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
- d. *-1 point per writing error on each assignment (spelling, punctuation, capitalization, spacing, etc) – **proofread carefully** before submitting assignments.