

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

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Office Hours:	Mon & Wed: 10:00-12 pm, 1-2 pm, & by appt.	Classroom:	3401 Lantz: 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 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
Decision-Making Model Activity (problem or opportunity?)	30 points (*5 pts per step)	*Sept 15 *Upload to D2L ‘dropbox’	Assume the role of <u>any</u> manager in sport (first, middle, top) (*EIU alum Ryan Pace = Bears GM) and explicitly utilize the 6-step ‘Decision-Making Model’ on pg. 64 to analyze an organizational problem or opportunity. Integrate data from at least 3 references to support your step-by-step analysis & final decision on the situation. Include Refs page. *Upload to D2L ‘dropbox’.
Chapter Case Study PPT (*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 of 3 will present on a chapter case study (or related case study to readings). Integrate relevant chapter discussion topic(s) & at least 5+ open-ended discussion questions. * <u>Key content</u> = introduction, background on case(s), connections to chapter principles, related sport industry situations, 5+ class discussion Qs, summary/conclusion *(PPT elements = 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, a 3-5 min relevant video clip, conclusion, refs.
Strategic Analysis of Sport Organization * Evaluated w/EIU Rubric - Quantitative reasoning	50 points (*10 pts per step)	*Sept 29 *Upload to D2L ‘dropbox’ by start of class on due date	* Use strategic analysis model 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. Attach Refs page.
Leadership Paper * Evaluated with EIU writing rubric (Content, Organization, Style, Mechanics, Refs)	60 points * 5 major components (11 pts each) * Topic due (‘who’ & ‘why’) via D2L by * Oct 6 (*5 points)	*Nov 3 *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> . * 1000+ words (satisfies EWP) - *Upload to D2L * (<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)	*Dec 1 *Upload to D2L ‘dropbox’	Attend one off-campus or two on-campus sport industry-related 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)	*Dec 13 12:30-2:30pm	<u>Cumulative D2L 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)	*Dec 8 *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: 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.

Fall 2017 Tentative Class Schedule

(*subject to change with notice)

Week #	Planned Discussion Topic	Assignments Due
Aug 21-23-25	Chap 1 - Managing Sports	Read Chapter 1 – possible quiz
Aug 28-30, Sep 1	Chap 2 - The Sports Industry Environment	Read Chapter 2 – possible quiz
(*Sep 4 = Labor Day) Sep 6-8	Chap 3 - Problem Solving & Decision Making	Read Chapter 3 – possible quiz - Chapter case study presentation (?)
Sep 11-13-15	Chap 4 - Strategic and Operational Planning Ex = EIU Athletics "Blueprint for Success"	Read Chapter 4 – possible quiz - Chapter case study presentation (?)
Sep 18-20-22	Chap 5 - Organizing and Delegating Work	Read Chapter 5 – possible quiz - Chapter case study presentation (?)
Sep 25-27-29	Chap 6 – Sport Culture, Innovation, and Diversity	Read Chapter 6 – possible quiz - Chapter case study presentation (?)
Oct 2-4-6	Chap 7 - Human Resource Management	Read Chapter 7 – possible quiz - Chapter case study presentation (?)
Oct 9-11 (*Oct 13 = EIU Fall Break)	Chap 8 - Behavior in Organizations	Read Chapter 8 – possible quiz - Chapter case study presentation (?)
Oct 16-18-20	Chap 9 - Team Development	Read Chapter 9 – possible quiz - Chapter case study presentation (?)
Oct 23-25-27	Chap 10 - Communicating for Results	Read Chapter 10 – possible quiz - Chapter case study presentation (?)
Oct 30, Nov 1-3	Chap 11 - Motivating to Win	Read Chapter 11 – possible quiz - Chapter case study presentation (?)
Nov 6-8-10	Chap 12 - Leading to Victory John Wooden's 'Pyramid of Success'	Read Chapter 12 – possible quiz
Nov 13-15 (*Nov 17- IAHPERD Convent)	Chap 12 - Leading to Victory	Read Chapter 12 – possible quiz - Chapter case study presentation (?)
Nov 20-22-24	*Thanksgiving break	*No assignments due
Nov 27-29, Dec 1	Chap 13 - Controlling for Quality & Productivity	Read Chapter 13 – possible quiz - Chapter case study presentation (?)
Dec 4-6-8	Chap 14 - Facilities and Event Management - Final Exam Preview, Extra Credit deadline	Finish Chapter 14 – possible quiz
Week 17 – *Final Exam*	* Dec 13th, 2017 from 12:30-2:30 pm	Cumulative Exam via D2L

* Course Policies *

(1) [Academic integrity](#) - Students are expected to maintain principles of academic integrity and conduct as defined in [EIU's Code of Conduct](#). Violations will be reported to the Office of Student Standards.

(2) [Office of Student 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. All accommodations approved through OSDS. Ninth Street Hall, Room 2006, or call 217-581-6583.

(3) [Student Success Center](#) - Students who are having difficulty achieving their academic goals are encouraged to contact the Student Success Center 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 appt., call 217-581-6696, or go to 9th Street Hall, Rm 1302.

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.