

Department of Kinesiology and Sport Studies ([KSS](#))
KSS 4764.01: Sport Management Principles
Spring 2018

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Office Hours:	MW (12-1 pm & 2-4 pm) & by appointment	Classroom:	1420 Lantz: 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' Content 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)	*Jan 29 *Upload to D2L 'dropbox'	Assume the role of manager in sport (first, middle, top level) (*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 <u>data</u> from at least 3 sport-specific references to support your analysis & final decision on the situation. Attach Refs page. *Upload .doc 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 chapter principles). Integrate relevant chapter discussion topic(s) & at least 5+ open-ended discussion questions. * <u>Key content</u> = introduction, background on case(s), detailed analysis of situation(s), connections to chapter principles, 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)	*Feb 26 *Upload .doc 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 of organization, 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 * Mar 9 (*5 points)	*Apr 9 *Upload in D2L 'dropbox' folder by start of class on due date	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. Analyze 3+ leadership skills and/or attributes your candidate has effectively demonstrated and why others should <u>emulate</u> . *1000+ words (satisfies EWP), utilize 5+ references (*class text = 1 reference), *Upload to D2L . * (include title page, introduction, relevant section headings, conclusion, DB space) * 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 27 *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> ? (*500 word minimum)
Final Exam	70 points (*~100 Qs)	*May 1 2018	<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)	*Apr 27 *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	* Be on time, be ready. 5th absence = final grade reduced 1 letter. 10th absence = "F" for class

Spring 2018 Tentative Class Schedule

(*subject to change with notice)

Week #	Planned Discussion Topic	Assignments Due
Jan 8-10-12	Chap 1 - Managing Sports	Read Chapter 1 – possible quiz
Jan 17-19 *Jan 15 – MLK, Jr Holiday	Chap 2 - The Sports Industry Environment	Read Chapter 2 – possible quiz
Jan 22-24-26	Chap 3 - Problem Solving & Decision Making	Read Chapter 3 – possible quiz - Chapter case study presentation (?)
Jan 29-31, Feb 2	Chap 4 - Strategic and Operational Planning Ex = EIU Athletics "Blueprint for Success"	Read Chapter 4 – possible quiz - Chapter case study presentation (?)
Feb 5-7 *Feb 9 – IAHPERD Leadership	Chap 5 - Organizing and Delegating Work	Read Chapter 5 – possible quiz
Feb 12-14 *Feb 16 – Lincoln's Birthday	Chap 6 – Sport Culture, Innovation, and Diversity	Read Chapter 6 – possible quiz
Feb 19-21 *Feb 23 – ISBC – U of I	Chap 7 - Human Resource Management	Read Chapter 7 – possible quiz
Feb 26-28, Mar 2	Chap 8 - Behavior in Organizations	Read Chapter 8 – possible quiz - Chapter case study presentation (?)
Mar 5-7-9	Chap 9 - Team Development	Read Chapter 9 – possible quiz - Chapter case study presentation (?)
Mar 12-14-16	*Spring Break – no classes	*Spring Break – no class session
Mar 19-21-23	Chap 10 - Communicating for Results	Read Chapter 10 – possible quiz - Chapter case study presentation (?)
Mar 26-28-30	Chap 11 - Motivating to Win	Read Chapter 11 – possible quiz - Chapter case study presentation (?)
Apr 2-4-6	Chap 12 - Leading to Victory John Wooden's 'Pyramid of Success'	Read Chapter 12 – possible quiz
Apr 9-11-13	Chap 12 - Leading to Victory	Read Chapter 12 – possible quiz - Chapter case study presentation (?)
Apr 16-18-20	Chap 13 - Controlling for Quality & Productivity	Read Chapter 13 – possible quiz - Chapter case study presentation (?)
Apr 23-25-27	Chap 14 - Facilities and Event Management - Final Exam Preview, Extra Credit deadline	Finish Chapter 14 – possible quiz
Week 17 – *Final Exam*	* May 1 st 2018 (Tuesday)	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. Assignments due by start of class on due date
- 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.