

UNIVERSITY OF GEORGIA
College of Education
Department of Kinesiology

Sport Business Practice
KINS3430, Call Number 61451
3 credits

Monday, Wednesday, Friday
12:20pm – 1:10pm
Ramsey Center, Room 114

- Instructor: Ms. Ferguson, M.S.
Office: Ramsey Center/350
Phone: (706) 542-5947 (Emergencies Only)
Email: afergu@uga.edu
- Office Hours: Monday and Wednesday, 1:25pm-2:15pm
Other office hours are available by appointment
- Department Webpage: <http://www.coe.uga.edu/kinesiology/>
- eLearning Commons: <http://elc.uga.edu/>
- Required Book: Masteralexis, L. P., Barr, C. A., & Hums, M. A. (2009). *Principles and practice of sport management* (3rd ed). Sudbury, MA: Jones and Bartlett.

Course Description:

Sport Business Practice is designed to provide current or future sport and/or exercise program administrators with an overview of the sport management discipline. The introduction is focused on the history of the sport management discipline, career opportunities, management principles, marketing, economics and finance, facility and event management, communications, and public relations. These principles are applied to various sport and exercise settings, such as interscholastic, intercollegiate, international and professional sport along with the health/fitness and community recreation industries.

Course Objectives:

After successfully completing this course, students will:

1. Develop a sound philosophy of management to the objectives of sport programs in order to benefit his/her profession.
2. Identify the fundamental theories related to management principles, marketing and sponsorships, economics and finance, facility and event management, ethics, legal principles, communications, the global industry, and media relations in sport management.
3. Know crucial problematic areas involved in the administration of sport programs.
4. Analyze case problems related to sport programs.
5. Participate in specified task-oriented endeavors, including an interview.
6. Understand why sport management matters in our society.
7. Appreciate the importance of a sport management internship.

Class Policies:

1. You will abide by the standards as stated by the University Honor Code (see below) and Academic Honesty Policy. These standards can be found in *A Culture of Honesty*, the University's policy and procedures for handling cases of suspected dishonesty. Detailed information can be viewed at <http://www.uga.edu/honesty> to help you understand how the term "academic dishonesty" is defined on this campus.

"I will be academically honest in all of my academic work and will not tolerate academic dishonesty of others."

2. Students requesting classroom accommodation must first register with the Disability Resource Center (DRC). The DRC will provide documentation to the student, who must then provide this documentation to the instructor when requesting an accommodation. **Students with documented disabilities that affect**

their ability to participate fully in the course or who require special accommodations are encouraged to speak with the instructor, so that appropriate accommodations can be arranged.

- Attendance and timeliness is expected. A student is responsible for being late or absent from a class. A sign-in sheet will be completed for each class. It is the student's responsibility to insure that the sheet is signed each class period. Should a student miss excessive classes and do poorly as a result, the daily sign-in sheet will give clear evidence of this. **DO NOT** sign in any other student's name than your own. If you do, it will be considered as academic dishonesty and appropriate action will be taken as necessary. *NOTE: An absence is defined as any day when you are not present in class and/or fail to sign the sign-in sheet. There are no exceptions to this policy.*
- You are responsible for the information provided in class along with the readings from the textbook and/or supplemental resources. If you are absent when materials are distributed, it is your responsibility to obtain the information from another student.
- Students will not be able to make up points for in-class assignments unless the student has a university excused absence. When appropriate, it is the student's responsibility to arrange for a makeup **prior** to the absence.
- Mandatory Attendance** will be required for days in which there is a guest speaker. Absences or tardiness on these days will result in -10 points on your final grade. Only university excused absences will be admissible.
- All cellular phones, pagers, MP3's or other electronic devices must be turned off before class and stay off until the instructor dismisses class. Each time your electronic device is used during class, it will result in a 3 point deduction from your total points earned in the course.
- Class begins at 12:20pm. If you arrive late to class, do not disturb your classmates when you enter.
- Announced changes in class supersede all printed or web posted information.**

Course Requirements:

- This course will consist of lectures, videos, guest speakers, discussions, presentations and in-class activities. All updates or changes to the schedule will be announced in class. It is your responsibility to keep up with changes to the syllabus and calendar.
- Readings will be assigned throughout the semester. It is your responsibility to keep up with the readings.
- Three exams and four out-of-class assignments will be given during the course of the semester.
- There will be multiple in-class activities throughout the semester, and you must be present for the entire duration of the class period in order to receive credit for these assignments.
- You are required to use eLearning Commons for this course. Assignments, lecture notes, class information, calendar listings, readings, and grades will be available through eLearning Commons. To access eLearning Commons you will need your MyID, as well as a current password.

Exam Policies:

- Exams will be based upon lectures, guest speakers, discussions, assigned readings, and supplementary materials distributed in class and via eLearning Commons. Exams will consist of multiple-choice, true/false, matching, open-ended questions, and essay questions.
- All examinations must be completed in the assigned time. Therefore, **DO NOT BE LATE TO CLASS ON THE DAY OF AN EXAM.** If a student arrives late for an exam and the first student finished with the exam has left the room, the late student will not be permitted to take the exam and will receive a zero for that exam.
- Makeup exams will be arranged for university excused absences only. The student must notify the instructor of the excuse **prior** the scheduled absence. It is the student's responsibility to arrange for a makeup exam.
- Should an exam be scheduled on a day prior to a holiday or vacation day, the exam will be administered as scheduled. Do not ask for special permission to take an exam early or late, or for any other special consideration so that you may leave campus early.
- Quizzes may be given (at the discretion of the instructor) on reading materials.

Written Assignment Policies:

- Written papers/assignments are due at the beginning of class on the assigned date(s). A five percent penalty will be assessed to any project turned in after collection or after the class period (later that day) on the due date. Ten percent will be deducted for each day any paper is late.
- Emailed assignments will not be accepted.
- Plagiarism includes, but is not limited to, the use, by paraphrase or direct quotation, of the published or unpublished work of another person without full or clear acknowledgement. It also includes unacknowledged use of materials prepared by another person or agency engaged in the selling of term papers or other academic materials. Plagiarism includes cutting and pasting articles from any Web site without acknowledging the exact web page.

4. Use an APA cover page with: your name, course name, title, honor code, and signature.
5. Assignments must be paginated, one inch margins, double spaced and use Times New Roman 12 point font.
6. All assignments MUST be APA Style. All references must be cited in-text and appear in a reference list at the end of the paper.
7. All assignments must be stapled in the top left corner.
8. Should a paper be scheduled on a day prior to a holiday or vacation day, do not ask for special permission to deliver a paper early or late, or for any other special consideration so that you may leave campus early.

Summary of Assignments:

Personality Type Indicator: Students will be required to participate in the modified version of the Myers-Briggs Personality Type Indicator Assessment (Jung Typology Test). This will involve the student completing an online questionnaire and reviewing the various results that will be produced through the website. Then he/she will provide a reflection of his/her thoughts and feelings of the results (length: 2 full pages of text). The first page of the test results should be stapled to the back of the reflection.

Career Profile and Interview: Students will complete a career profile for one position in the sport industry which will include an interview with an individual who works in the sport industry. The profile will include the following areas of interest: Head shot picture, name, title and organization, education, career progression, best advice you ever received in your career, best advice from someone aspiring toward a career in the sport industry, quote by which you live, and in-depth description of the position in which they work, and at least three additional questions that are of interest to you. Please provide the interviewee a list of the questions you will be asking prior to the interview. This will help he/she be better prepared for the interview. An example will be provided on E-Learning. The profile must be submitted to the discussion section of E-Learning Commons.

Sport Organization Study: In groups of five, students will be responsible for analyzing one segment of the sport industry (including a sport organization, governing body, or industry segment – e.g. Atlanta Hawks; NCAA, NFL; Sport Licensing sector.) Each report must include information regarding the historical aspects, governance (and organizational structure), financial and legal concerns, relevant statistics, career/internship opportunities (minimum 5) and necessary qualifications, along with the current issues of concern to sport managers in that area. The students are encouraged to contact employee/managers from the respective organizations. One paper per group must be submitted (100 points), and the study will also be presented to the class using PowerPoint technology in a 15-20 minute presentation (25 points).

Resume: Each student will prepare a resume for a job interview. Although there are many preferred resume formats, generally a resume needs to highlights several key elements: name, address, phone, career goal or objectives for the position, education, special characteristics (things, number, and/or people), related experiences, and additional experiences. It is preferred that all information fit onto one typed page. The resume will be submitted twice throughout the semester (version 1 = 15 pts; final version = 25 pts). The final version of the resume must be accompanied by a current job posting. Therefore, the objectives must be specific to the job of choice. The posting must be stapled to the resume.

Evaluation Sheet: Students will complete Professional Evaluation Sheets throughout the semester. By the end of the semester there will be a total of five sheets completed.

Evaluation:

<i>Assignment/Exam</i>	<i>Points</i>	<i>Grade Breakdown</i>	
Personality Type Indicator	50	558 – 600	A
Career Profile and Interview	50	540 – 557	A-
Sport Organization Study	125	522 – 539	B+
Resume	40	498 – 521	B
Evaluation Sheet (5 @ 3 points each)	15	480 – 497	B-
In-Class Activities/Participation	20	462 – 479	C+
Exam 1	100	438 – 461	C
Exam 2	100	420 – 437	C-
Final Exam	100	360 – 419	D
		359 – below	F
Total	600		