

KINS 7200 (3 Credits)
ADMINISTRATION OF SPORT
 The University of Georgia
 Fall 2007

Instructor:	Dr. Doyeon Won	Email:	won@uga.edu
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Office Hours:	TR 2:00 – 3:00 pm and by appointment		

READINGS

Required:

- (1) **Lussier, R. N., & Kimball, D. (2004). *Sport management: Principles, applications, and skill development*. Mason, OH: Thomson South-Western (1st Ed.).**
- (2) **Gilson, C., Pratt, M., Roberts, K., & Weymes, E. (2000). *Peak performance: Business lessons from the world's top sports*. New York: Texere.**
- (3) **Articles & Additional case studies (WebCT)**

Suggested/ Optional:

- (1) **Street & Smith's SportsBusiness Journal.**
- (2) **Chelladurai, P. (2005). *Managing organizations for sport and physical activity: A systems perspective* (2nd eds). Scottsdale, AZ: Holcomb Hathaway Publishers.**
- (3) **Chelladuria, P. (1999). *Human resource management in sport and recreation*. Champaign, IL: Human Kinetics.**
- (4) **Slack, T. (1996). *Understanding sport organizations: The application of organizational theory*. Champaign, IL: Human Kinetics.**
- (5) **Collins, J. (2001). *Good to great: Why some companies make the leap...and others don't*. New York: Harper Business.**
- (6) **American Psychological Association (2001). *Publication manual of the American Psychological Association* (5th ed.). Washington, DC: Author.**

COURSE DESCRIPTIONS

This course focuses on a conceptual analysis of management in sport. The field of sport management is described in terms of the services within the field, and management itself is viewed as the coordination of the processes of production and marketing of those services. The unique characteristics of sport services and useful schemes of classifying these services provide the framework for subsequent discussions of the various managerial **functions of planning, organizing, leading, and evaluating**, and the problems associated with each.

In addition, other topics related to administration of sport will be covered throughout the semester such as structures and processes of sport organizations and human resource management in sport.

COURSE OBJECTIVES

Upon completion of this course, students should be able to:

- Discuss different managerial options for sport managers and how these options influence other decisions made concerning the organization.
- Discuss the different facets of organizational structure and processes.
- Integrate and analyze sport management/administration concepts successfully.
- Have the ability to critically evaluate/analyze sport organizations.

COURSE POLICIES and EXPECTATIONS

- You are expected to attend class. Any work missed due to an absence **MAY NOT BE MADE UP**. The only exception to this policy is written documentation of a situation that absolutely prohibits you from attending class. **All late assignments result in a 10 point/day (not class day, every day) penalty.**
- You are expected to be on time.
- YOU ARE EXPECTED TO BE FULLY PREPARED FOR CLASS AND FULLY ENGAGED WHILE IN CLASS.** I expect you to have read all assigned readings, taken notes as applicable, and be prepared and willing to discuss all readings in detail and take part in group work to the fullest extent.
- Please do **NOT** hesitate to ask me for additional help if you need it. I am more than willing to provide such assistance. Remember, **you earn grades, I do not give them.**

COURSE REQUIREMENTS/ EVALUATION

Point Structure:

ITEM	%	POINTS	DUE
Attendance/ Participation/ Class activities	5	20	Weekly
Midterm Exam (In-class)	20	80	10/11 (R)
Final Exam	25	100	12/13 (R)
Peak Performance (Weekly)	25	100	
Individual Case Report (8 cases)	5	(2.5 x 8=) 20	Weekly
Group Written Reports & Participation	16	64	11/ 8 (R)
Presentation	4	16	Weekly
Sport Organization Term Project	25	100	
Written Report	20	80	12/ 6 (R)
Presentation	5	20	Week 15 & 16
TOTAL	100%	400	
*Extra-Credit Activities		Vary	

Grading:

A = 93.0 ~ 100 % (372~400 pts)	C+ = 77.0 ~ 79.9 % (308~3319.9 pts)
A- = 90.0 ~ 92.9 % (360~371.9 pts)	C = 73.0 ~ 76.9 % (292~307.9 pts)
B+ = 87.0 ~ 89.9 % (348~359.9 pts)	C- = 70.0 ~ 72.9 % (280~291.9 pts)
B = 83.0 ~ 86.9 % (332~347.9 pts)	D = 60.0 ~ 69.9 % (240~279.9 pts)
B- = 80.0 ~ 82.9 % (320~331.9 pts)	F = 0.0 ~ 59.9 % (0 ~ 239.9 pts)

Attendance, Participation & In-class Activities – Students will be working on several different in-class activities and actively participating in class discussions.

Midterm and Final Exam – Two written tests will be given. They will include materials from the lecture and assigned readings. No make-up is allowed.

Peak Performance –

(a) PP Individual Reports – Students will read/review each assigned case before each scheduled class (9 cases). Each student will write a “one-pager” summarizing what you learned from each of the **8** cases (8 cases x 2.5 pts = 20 pts).

(b) PP Group Projects & Presentation – Students will work in teams to complete this assignment. Each team will be assigned a sport organization from the Peak Performance book. Each organization is exemplary in one or several areas of management/administration. All students in each team will receive the same case report grade. There are two requirements: a **written report** and a **presentation**. The written report should include the following sections:

1. Overview of Organization (products, services, history, important events, size, etc.)
2. Discussion of Business Strategy/Goals
3. Discussion of Management/Administration Systems and How they supported the Business Strategy/Goals
4. Review of exemplary areas (What do they do? Why is it effective?)
5. **Updates/ Current Issues/ Your Recommendations**

You should use the Peak Performance book chapter written about the organization **as well as other sources** (e.g., websites, practitioner journal articles) as references for the report. I encourage you to find out more about the organization and its practices than is provided in the book.

The written report should not exceed 10 pages. The report is due **Thursday, November 8th**. From my experience, excellent reports correctly identify all mgmt/admin issues, use and interpret organizational facts, identify and incorporate additional references available from organizational websites and professional journals and magazines, provide a compelling rationale and evidence from readings or class materials to support answers, and are coherently written without typos and missing sentences.

Each group will be responsible for a **30 minute class presentation** on the day designated on the syllabus. The presentation should cover the all areas included in the report with most of the time spent on the discussion of the Mgmt/Admin systems and how they support the strategy and exemplary areas.

Sport Organization Project – Students in 2 ~ 3 person teams, will be responsible for this project. Each group will choose a sport organization or governance body to study and will be charged with interviewing a manager from the organization of your choice. The purpose of this interview is to gather information concerning the organization’s Mgmt/Admin strategies and practices. Based on information from interviews and other available sources, the project should report on the four functions of management (i.e., planning, organizing, leading, and evaluating) as well as other critical aspects of the organization such as the structures of the organization, the strategy followed, and the factors that influence the strategy and structure (if applicable). The paper should contain between 12 – 15 pages of text (i.e., not including the title page, reference, figures, or tables). All papers should be typed, double-spaced, with 12-point font and one-inch margins. In addition, each group will make a 25-minute presentation based on the paper written concerning the sport organization/ governing body.

NOTICE

The course syllabus is a general plan for the course; deviations announced to the class by the instructor may be necessary.

HONOR CODE

All academic work must meet the standards contained in “A Culture of Honesty.” Each student is responsible to inform themselves about those standards before performing any academic work.

TENTATIVE SCHEDULE

WK	Topic	Cases	Assignments/ ETC
0 Aug 16	Orientation & Introduction		
1 Aug 21 & 23	1. Managing Sports		
2 Aug 28 & 30	2. Sport Industry Environment		
3 Sept. 4 & 6	3. Problem Solving		
4 Sept. 11 & 13	4. Strategic Planning	NY Yankees	
5 Sept. 18 & 20	5. Facility & Event	Atlanta Braves	
6 Sept. 25 & 27	6. Organizing	SF 49ers	<i>(9/27 – NRPA Conference)</i>
7 Oct. 2 & 4	7. Managing Change	Chicago Bulls	
8 Oct. 9 & 11	Catch-up Midterm Exam (10/11)	US Soccer Federation	
9 Oct. 16 & 18	8. Human Resources	FC Bayern Munich	
10 Oct. 23 & (25)	9. Org. Behavior (10/25) No Classes – Fall Break	Williams F1	
11 Oct. 30 & Nov. 1	10. Team development	Team New Zealand	<i>(11/1 – SMA Conference)</i>
12 Nov. 6 & 8	11. Communicating	NZ Rugby Union	11/ 8 – Written Case Report Due
13 Nov. 13 & 15	12. Motivation		
14 Nov. 20 & (22)	13. Leading (11/22) No Class -Thanksgiving		
15 Nov. 27 & 29	14. Controlling Sport Org. Presentations (1)		
16 Dec. 4 & 6	Sport Org. Presentations (2)		12/ 6 – Sport Org. Paper Due
FINAL	Final Exam (Thur, Dec. 13 th @ 12:00 pm)		

NOTE: Course schedules are subject to change, especially in case of having guest lecturers.