

School of Kinesiology, Recreation & Sport
SPM 200—Introduction to Sport Management
ONLINE COURSE

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COURSE DESCRIPTION

In this course (SPM 200), we will cover the history, principles, and objectives within the sport management profession, while analyzing an overview of sport delivery systems. We will study the theory of sport being a microcosm of society, and learn about the career options within sport organizations.

COURSE OBJECTIVES

Upon completion of this course, students will be able to do the following:

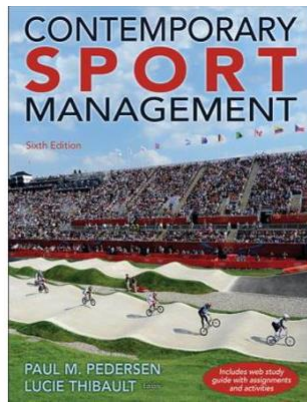
1. Identify major factors affecting career choices in sport.
2. Describe career opportunities available in sport management.
3. Apply sport management theory and practice to diverse populations.
4. Understand and explain selected historical, psychological, sociological, and ethical dimensions of sport management.
5. Identify and demonstrate critical professional skills, including career planning, stress management, writing, speaking, and etiquette.
6. Identify professional associations, publications, and certifications and explain their significance.
7. Articulate the importance of research-based information and decisions and how they apply to sport.
8. Explore how the dimensions and theories found in sport will change in the years to come.

SPM 200 addresses the following content areas for professional preparation of Sport Managers as determined by the National Association of Sport and Physical Education and North American Society of Sport Management (NASPE-NASSM). Below is a list of areas and concepts students will learn about:

1. The socio-cultural dimension of sport.
2. The management and leadership of sport.
3. The ethics involved in sport management.
4. The communication aspects involved in sport management.
5. The introductory concepts of marketing sports.
6. The introductory concepts of the budgeting process in sports organizations.
7. The introductory concepts of the legal aspects facing sports managers.
8. The introductory aspects of sports economics.
9. The governance of intercollegiate athletics.

TEXTBOOK

We will use our textbook heavily through class discussions and outside assignments. It is vital for your success in this class to purchase a textbook and read all assigned readings.



BOOK: Pedersen, P.M., & Thibault, L. (Eds.). (2018). *Contemporary Sport Management (6th ed.)*. Champaign, IL: Human Kinetics. ISBN-13: 978-1492550952

All other readings will be provided for you via SPM 200 course site on Blackboard.

METHOD OF EVALUATION

This course will be graded on a point system (out of 1000 pts.) The final grade will be based on the total number of points accumulated. **No grade will be rounded up (899 is a B).**

Assignments/Course Schedule

Assignments and the course schedule will be explained on the first day of the course. Since this class is online, you will do everything in a “Module” or block format.

Attendance

This is an online course. It is your responsibility to be proactive and present in all activities in this course.

Late Work

It is your responsibility to keep up with all assignments. That being said, I understand accidents and life happens. All students will be given a **48hr grace period** (from the original due date) to turn in the late assignment. Please email me beforehand so I know you’re turning in a late assignment. **After the initial 48hrs, it will be 10 % off for each day it’s late; after five (5) days, you will be given an automatic zero (0).** If you miss an exam, it’s an automatic zero (0) after the 48hr grace period.

POLICIES

E-MAIL CORRESPONDENCE

The University will use students' WKU e-mail addresses exclusively for all university communication. Students may forward their WKU e-mail to another e-mail address.

*****For e-mail please use the following subject line: [SPM 200] Your Last Name - Subject/Reason for email***** This helps me (and you) locate your emails in a timely manner (if you put nothing in the Subject Line, it is almost impossible to search for later). Also, please include your 800 number on all correspondence.

EXPECTATIONS

I expect students to do their own work on all graded material submitted for all course requirements. All assignments must be completed in order to receive a passing grade in this course. I expect students to treat each other with respect, dignity, and kindness.

WKU CENTER FOR LITERACY ASSISTANCE:

The WKU Center for Literacy is located in Gary A. Ransdell Hall 2066. At the Center for Literacy, students can receive assistance in developing strategies to help reading/studying to learn and writing for evidence and argument. The Center for Literacy offers both individual and small group sessions throughout the semester. More information about the WKU Center for Literacy can be found on the website: <http://www.wku.edu/literacycenter/>

ACADEMIC HONESTY:

Academic integrity is an essential component of an academic community. Every student is responsible for fostering and maintaining a culture of academic honesty by committing to the academic values of honesty, integrity, responsibility, trust, respect for self and others, fairness, and justice. In addition, students are expected to abide by the code of ethics for their profession and the student code of conduct for the university. Violations of academic integrity include cheating, plagiarism, or lying about academic matters. Plagiarism is defined as any use of another writer's words, concepts, or sequence of ideas without acknowledging that writer properly. This includes not only direct quotations of another writer's words, but also paraphrases or summaries of another writer's concepts or ideas without acknowledging the writer properly (i.e., citing them). Cheating includes behaviors such as giving or receiving data or information under any circumstances not permitted by the instructor. Lying about academic matters includes falsification of data or information as part of an academic exercise, or knowingly providing false information to a faculty member. Students who have plagiarized an assignment or otherwise cheated in their academic work or examination may expect an "F" for the assignment in question or "F" for the course, at the instructor's discretion. Students who are unfamiliar with the University's policy on plagiarism should consult the most recent edition of the Western Kentucky University Student Handbook.

<https://www.wku.edu/judicialaffairs/process-for-academic-dishonesty.php>.

<https://www.wku.edu/handbook/>

TITLE IX MISCONDUCT/ASSAULT STATEMENT

Western Kentucky University (WKU) is committed to supporting faculty, staff and students by upholding WKU's Title IX Sexual Misconduct/ Assault Policy (#0.2070) at

<https://wku.edu/eoo/documents/titleix/wkutitleixpolicyandgrievanceprocedure.pdf> and

Discrimination and Harassment Policy (#0.2040) at

https://wku.edu/policies/hr_policies/2040_discrimination_harassment_policy.pdf.

Under these policies, discrimination, harassment and/or sexual misconduct based on sex/gender are prohibited. If you experience an incident of sex/gender-based discrimination, harassment and/or sexual misconduct, you are encouraged to report it to the Title IX Coordinator, Andrea Anderson, 270-745-5398 or Title IX Investigators, Michael Crowe, 270-745-5429 or Joshua Hayes, 270-745-5121. Please note that while you may report an incident of sex/gender based discrimination, harassment and/or sexual misconduct to a faculty member, WKU faculty are "Responsible Employees" of the University and MUST report what you share to WKU's Title IX Coordinator or Title IX Investigator. If you would like to speak with someone who may be able to afford you confidentiality, you may contact WKU's Counseling and Testing Center at 270-745-3159.

ADA ACCOMMODATION STATEMENT

In compliance with University policy, students with disabilities who require academic and/or auxiliary accommodations for this course must contact the Student Accessibility Resource Center located in Downing Student Union, 1074. SARC can be reached by phone number at 270-745-5004 [270-745-3030 TTY] or via email at sarc.connect@wku.edu. Please do not request accommodations directly from the professor or instructor without a faculty notification letter (FNL) from The Student Accessibility Resource Center.

As Instructor, I reserve the right to change the syllabus.