

**KINE 217-598**  
**FOUNDATIONS OF SPORT MANAGEMENT**

COURSE SYLLABUS, WINTER SEMESTER 2007

**COURSE INFORMATION:**

Course meeting days-Web Based during Winter Semester 2007

Instructor: Dr. Michael Sagas, Associate Professor

Office Location: GRW 204E; Office Phone- 458-3340;  
email- [msagas@tamu.edu](mailto:msagas@tamu.edu)

Office Hours- TBA on <http://smonline.tamu.edu>

Course TA: Tim Ryan, GRW 204B, Office Phone- 458-2007  
email-[tryan@hlkn.tamu.edu](mailto:tryan@hlkn.tamu.edu)

Office Hours- TBA on <http://smonline.tamu.edu>

Course Websites- <http://smonline.tamu.edu> and <http://elearning.tamu.edu>

**PURPOSE:**

The purpose of KINE 217 is to introduce students to the sport management major and to the foundations of sport management as a field of study. Students will also gain an increased awareness of the far-reaching opportunities in the sport industry.

**COURSE DESCRIPTION:**

This course will be taught by a team of sport management faculty members. Each faculty member will be lecturing and providing the course materials to the course within their area of expertise. Thus, students will receive a diversity of information and perspectives through this course. Specifically, students will be offered the foundations of: a) sport business as an occupation and industry; (b) the sport management function and best practices; (c) sport finance; (d) sport economics; (e) sport sponsorship; (f) sport marketing; (g) sport law; (h) event management ; (i) sport ethics; and (j) social issues in sport. The course will also provide a discussion of the many segments of the sport industry, including: (a) intercollegiate athletics, (b) professional sports, (c) international sports, and (c) high school athletics.

## **REQUIRED READINGS:**

Center for Sport Management Research and Education (2006). *Sport Management Insights: Interviews with Sport Industry Professionals*. CD-ROM.

(Available at the MSC and Traditions Bookstores).

Various course readings will be posted through the WebCT course website

## **ASSIGNMENTS, POINTS, AND GRADING SCALE:**

<b>Items</b>	<b>Description</b>	<b>Points</b>
Content Quizzes (WebCT)	4 X 15 pts each	60
SMI Case Studies (WebCT)	4 X 10 pts each	40
Midterm Exam	MC, T/F, Short Answer	200
Final Exam	MC, T/F, Short Answer	200
<b>Total Points</b>		<b>500</b>

A gradebook is available at the WebCT course website.

## **GRADING SCALE:**

<b>450-500</b>	<b>A</b>
<b>400-449</b>	<b>B</b>
<b>350-399</b>	<b>C</b>
<b>300-349</b>	<b>D</b>
<b>&lt; 299</b>	<b>F</b>

## **Lectures and Course Notes**

Course lectures will be delivered in two separate formats throughout the semester:

1. About 50% of the lectures are available in a Video and PowerPoint integrated format. This format is only available through a course DVD that is given to each student at the orientation for the course at the beginning of the semester. The DVD is also available through the course TA listed on this syllabus during his office hours (or by appointment). There is no charge for the DVD.

2. The remainder of the course is offered in an Audio and PowerPoint integrated format. This format is only available through the WebCT course site through the internet.

Course notes (i.e., powerpoint slides used by faculty) are only available through the WebCT course site.

## **ASSESSMENTS:**

**Content Quizzes-** A content quiz will be offered online for each of the four content units. Each of the quizzes can be attempted twice at the WebCT site. The questions are randomized so students will not receive the same exact quiz for each attempt. WebCT will record only the highest score of the two attempts to the grade book.

The Content Quizzes are 10 questions long (1.5 pts each) and each attempt must be completed in 30 minutes time or less. Your score will be automatically logged into the grade book on WebCT. The quiz questions will reflect information from assigned readings, notes, and online lectures. The quizzes are obviously open note. *The Sport Management Insights Interview Series content will **not** appear on the Content Quizzes.*

**DATES:** *All quizzes will be posted on or before January 1<sup>st</sup>. Students **must take** each quiz with the corresponding unit content. The quizzes for Unit 1 and Unit 2 are due on **January 8<sup>th</sup>** before 11:00 PM CT. The quizzes for Unit 3 and Unit 4 are due on **January 16<sup>th</sup>** before 11:00 PM CT.*

**Exams-** part Scantron (882-E)-part short answer - Each exam will have 50 multiple choice questions at 3 points each (150 pts total). The final 50 points will be in the form of short answer questions. Both exams are scheduled for 1 hour and 15 minutes each. *The information from the SMI Interviews is not on the exams.*

The Midterm Exam will cover materials from Unit 1 and Unit 2 only.

The Final Exam will cover materials from Unit 3 and Unit 4 only.

**DATES:** *Both exams will be offered in a classroom on the campus of Texas A&M University. In rare cases, the course instructor or TA can arrange for a separate time and location for the completion of the exams (e.g., if you have a conflict with another course at the time and date of the exam).*

***YOU MUST SHOW A PICTURE ID TO THE EXAM PROCTOR TO TAKE YOUR EXAM!***

**Midterm Exam**

**Monday, January 8; 2 PM; READ 167**

**Final Exam**

**Tuesday, January 16; 4 PM; COLS (GRW) 267A**

**SMI Case Studies-** Five question case study quizzes over 4 different interviews on the CD-ROM *Sport Management Insights: Interviews with Sport Industry Professionals* will be offered through the WebCT course site. Each case study question will be worth 2 points each (10 pts. total). These case studies are not timed and your score will be automatically logged into the grade book on WebCT.

***Examples of case study questions and material needed to complete each case study is posted at the WebCT site under "SMI Case Studies"***

**DATES:** All SMI case study quizzes will be posted on or before January 1<sup>st</sup>. Students can complete each case when they are ready. However, the last day to submit/attempt each of the cases is on *January 16<sup>th</sup>* (before 11:00PM CT).

## **COURSE OUTLINE:**

### **Unit 1: Scope and Career Opportunities**

The **content quiz** for this material is posted as *Unit 1 Quiz*

Topic	Faculty	Format (Source)
Introduction to Course	Sagas	Video (DVD)
History and Overview of Sport Management	Sosa	Video (DVD)
The Sport Industry	Sagas	Audio (WebCT link)
Career Opportunities and Internships in the Sport Industry	Hudson	Video (DVD)
Intercollegiate Athletics	Sagas	Video (DVD)
Professional Sports	Sagas	Audio (WebCT Link)
High School Sports	McDowell	Video (WebCT Link)
International Sports	Sosa	Video (DVD)

### **Unit 2: Internal Relations: The Management Function**

The **content quiz** for this material is posted as *Unit 2 Quiz*

Topic	Faculty	
Introduction to Unit 2		Graphic (WebCT Link)
Management Principles in Sport	Sosa	Video (DVD)
Leading Sport Organizations	Sosa	Video (DVD)

## **Unit 3: External Relations: Financial Resources and Delivering the Sport Product**

The content quiz for this material is posted as *Unit 3 Quiz*

Topic	Faculty	
Introduction to Unit 3		Graphic (WebCT Link)
Financial Principles in Sport	Finch	Video (DVD)
Economic Impact of Sport	Sosa	Video (DVD)
Sport Marketing	Hall	Video (DVD)
Sport Sponsorship	Hall	Video (DVD)
Event Management	Bennett	Video (DVD)

## **Unit 4: The Environment in which Sports Exist: Legal, Ethical, and Social Issues**

The content quiz for this material is posted as *Unit 4 Quiz*

Topic	Faculty	
Introduction to Unit 4		Graphic (WebCT Link)
Foundations of Sport Law #1	Batista	Audio (WebCT link)
Foundations of Sport Law #2	Batista	Audio (WebCT link)
Managing Diversity in Sport	Sosa	Video (DVD)
Sport Ethics	Sosa	Video (DVD)
Social Issues in Sport #1	Sagas	Audio (WebCT link)
Social Issues in Sport #2	Sagas	Audio (WebCT link)

### **Americans with Disabilities Act (ADA) Policy Statement:**

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. If you believe you have a disability requiring an accommodation, please contact the Department of Student Life, Disability Services in Room B118 of Cain Hall, or call 845-1637. Helpful information is located at <http://disability.tamu.edu>.

### **Academic Integrity**

“Aggies do not lie, cheat or steal, nor do they tolerate those who do.”

“The Aggie Code of Honor is an effort to unify the aims of all Texas A&M men and women toward a high code of ethics and personal dignity. For most, living under this code will be no problem, as it asks nothing of a person that is beyond reason. It only calls for honesty, integrity, characteristics that Aggies have always exemplified. The Aggie Code of Honor functions as a symbol to all Aggies, promoting the understanding and loyalty to truth and confidence in each other.”

All students are expected to abide by the Aggie Honor Code. Students should be aware of all Honor Council Rules and Procedures on the Honor Council website at [www.tamu.edu/aggiehonor](http://www.tamu.edu/aggiehonor).

**Plagiarism Statement:** As commonly defined, plagiarism consists of passing off as one’s own the ideas, words, writings, etc., which belong to another. In accordance with this definition, you are committing plagiarism if you copy the work of another person and turn it in as your own, even if you should have the permission of that person. Plagiarism is one of the worst academic sins, for the plagiarist destroys the trust among colleagues without which research cannot be safely communicated. If you have any questions regarding plagiarism, please consult the latest issue of the *Texas A&M University Student Rules*, <http://student-rules.tamu.edu>, under the section “Scholastic Dishonesty.”

**Attendance:** It is your responsibility as the student to partake in the class lectures, complete quizzes, and exams. It is to your advantage to view all of the lectures, as most of the exam and quiz material will be covered during lecture. **Read the Student Rules (<http://student-rules.tamu.edu/>) relative to excused absences and make-up exams. No exam or quiz make-up will be given without a university-excused absence. An *unexcused* absence will result in a grade of ZERO for that exam. Makeup exams will be similar in format but not necessarily identical to those given to the class**

**Copyright Statement:** The materials used in this course are copyrighted. These materials include but are not limited to syllabi, quizzes, exams, lab problems, in-class materials, review sheets, and additional problem sets. Because these materials are copyrighted, you do not have the right to copy the handouts, unless permission is expressly granted.