

SMG160 Introduction to Sport Management (3 credit hours) Course Syllabus

Course Description

This course will give the students a fundamental understanding of the career avenues in sport and recreation. Industry specialists present an eclectic orientation of the sport and recreation field. Academic topics include industry definitions, evolution, curriculum components, experiential learning, career and internship opportunities, applied and theoretical research, leadership, governance, and ethics.

Course Learning Outcomes

By the end of this course, you will be able to:

1. Summarize the history of Sport Management and explain its growth as an academic discipline.
2. Describe the functional areas of management and the requisite skills managers need to employ for success.
3. Examine and explain the history and current state of affairs for amateur sport.
4. Examine and explain the history and current state of affairs of professional sport.
5. Summarize specific segments of the sport industry and apply the functional areas of management for each of these segments.
6. Apply the functional areas of management to the recreation industry.
7. Consider the myriad of career opportunities in the sport and recreation industries and evaluate the careers that appeal to you.

Required Textbook(s) and Resources

Masteralexis, L., Barr C., & Hums, M. (2015). Principles and practice of sport management. (5th ed.). Burlington, MA: Jones & Bartlett Learning.

Be sure to also review the weekly **Explore** sections for additional library or web resources. For access to databases, research help, and writing tips, visit the [Tiffin University Library](#).

Time Commitment

Effective time management is possibly the single most critical element to your academic success. To do well in this online class you should plan your time wisely to maximize your learning through the completion of readings, discussions, and assignments. Because of our accelerated, seven-week term, TU online courses are designed with the expectation that you

dedicate a little over **six (6)** hours per credit hour to course activities and preparation **each week**. For example, for successful completion of a three-credit, seven-week online course you should reserve roughly **twenty (20) hours per week**.

To help plan your time and keep on track toward successful course completion, note the distinctive rhythm of assignment due dates:

1. All times assume Eastern Time (GMT-4).
2. Weeks begin at 12:00 a.m. ET on Monday and end at 11:55 p.m. ET on Sunday.
3. Unless otherwise noted, initial assignments or discussion posts are due by **11:55 p.m. ET on Wednesdays**.
4. Additional assignments or follow-up discussion posts are due by **11:55 p.m. ET on Saturdays, and**
5. Major assignments and reflections are typically due by **11:55 p.m. ET on Sundays**.

Learning Activities

Assessments consist of weekly discussions and quizzes, one presentation, and a final project. Assignments throughout the course are outlined each week and will be used to complete the final project.

Grading

The chart below identifies the individual contributions from each type of activity, per week.

Week 1	Week 2	Week 3	Week 4	Week 5	Week 6	Week 7	Total
Discussions 20	Discussions 20 20	Discussions 20 20	Discussions 20 20	Discussions 20 20	Discussions 20 20	Discussions 20 20	260
Quiz 30	Quiz 30	Quiz 30	Quiz 30	Quiz 30	Quiz 30	Quiz 30	210
Assignments 25 60	Assignments 60 60	Assignments 60 60	Assignments 60	Assignments 60	Assignments 60	Assignments 25	530
135	190	190	130	130	130	95	1000

Grading Scale

A: 90-100% | B: 80-89% | C: 70-79% | D: 60-69% | F: <60%

Course Schedule and Weekly Checklist

Week 1: Introduction to Sport Management

- WED: Week 1 Discussion - Initial Post
- SAT: Week 1 Discussion - Secondary Posts
- SAT: Week 1 Quiz
- SUN: Week 1 Assignment 1: Final Project: Online Career Portfolio Blog Set-Up
- SUN: Week 1 Assignment 2: Final Project: Your Dream Job

Week 2: Sports Marketing and Finance

- WED: Week 2 Discussion 1 - Initial Post
- WED: Week 2 Discussion 2 - Initial Post
- SAT: Week 2 Discussion 1 - Secondary Posts
- SAT: Week 2 Discussion 2 - Secondary Posts
- SAT: Week 2 Quiz
- SUN: Week 2 Assignment 1: Sport Inventory List

- SUN: Week 2 Assignment 2: Paper: Revenue Disparities in Sport

Week 3: Legal and Ethical Principles Applied to Sport Management

- WED: Week 3 Discussion 1 - Initial Post
- WED: Week 3 Discussion 2 - Initial Post
- SAT: Week 3 Discussion 1 - Secondary Posts
- SAT: Week 3 Discussion 2 - Secondary Posts
- SAT: Week 3 Quiz
- SUN: Week 3 Assignment 1: Presentation: Equity in Sports
- SUN: Week 3 Assignment 2: Paper: Ethics

Week 4: Youth, Interscholastic and Collegiate Sport

- WED: Week 4 Discussion 1 - Initial Post
- WED: Week 4 Discussion 2 - Initial Post
- SAT: Week 4 Discussion 1 - Secondary Posts
- SAT: Week 4 Discussion 2 - Secondary Posts
- SAT: Week 4 Quiz
- SUN: Week 4 Assignment: Final Project: Career Exploration

Week 5: Professional Sport and Facility Management

- WED: Week 5 Discussion 1 - Initial Post
- WED: Week 5 Discussion 2 - Initial Post
- SAT: Week 5 Discussion 1 - Secondary Posts
- SAT: Week 5 Discussion 2 - Secondary Posts
- SAT: Week 5 Quiz
- SUN: Week 5 Assignment: Final Project: Sports Facilities Career Exploration

Week 6: Sport Sales and Sponsorship

- WED: Week 6 Discussion 1 - Initial Post
- WED: Week 6 Discussion 2 - Initial Post
- SAT: Week 6 Discussion 1 - Secondary Posts

- SAT: Week 6 Discussion 2 - Secondary Posts
- SAT: Week 6 Quiz
- SUN: Week 6 Assignment: Final Project: Sports Sales Career Exploration

Week 7: Strategies for Career Success

- WED: Week 7 Discussion 1 - Initial Post
- WED: Week 7 Discussion 2 - Initial Post
- SAT: Week 7 Discussion 1 - Secondary Posts
- SAT: Week 7 Discussion 2 - Secondary Posts
- SAT: Week 7 Quiz
- THU: Week 7 Assignment: Final Project: Online Career Portfolio

Tips for Success

Online learning requires self-discipline and self-direction. As seekers of the truth, we should be willing to challenge one another's academic work in a spirit of respectful comradery. Your course is a place for you to grow as you benefit from the expertise, experience, and diverse perspectives of your instructor and peers. Constructive feedback will challenge you to stretch your own thinking, thereby expanding your knowledge and understanding.

To get the most out of your learning experience, you should actively engage (participate) in **ALL** course activities. Course elements are arranged chronologically. To complete a week, simply work your way "down the page" through all of the course materials and activities.

For More Information:

Be sure to review the [Support, Policies, and Procedures](#) addendum.