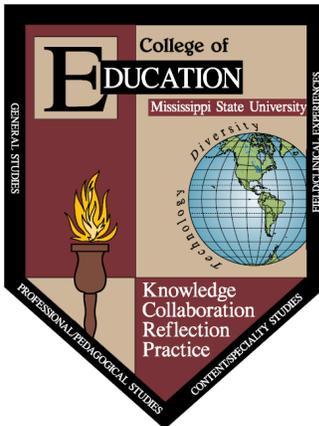


**MISSISSIPPI STATE UNIVERSITY
COLLEGE OF EDUCATION**

**DEPARTMENT of KINESIOLOGY
COURSE SYLLABUS**

Course Prefix & Number:	SS 2003
Course Title:	Foundations of Sport Management
Credit Hours:	Three (3) semester hours
Course Type:	Lecture
Catalog Description:	Overview and analysis of the knowledge in sport management, including an examination of sport and sport-related organizations Acquaints student with job opportunities in the profession and discusses future trends.

College of Education Conceptual Framework:



The faculty in the College of Education at Mississippi State University are committed to assuring the success of students and graduates by providing superior learning opportunities that are continually improved as society, schools, and technology change. The organizing theme for the conceptual framework for the College of Education at Mississippi State University is educational professionals - dedicated to continual improvement of all students' educational experiences. The beliefs that guide program development are as follows:

1. **KNOWLEDGE** - Educational professionals must have a deep understanding of the organizing concepts, processes, and attitudes that comprise their chosen disciplinary knowledge base, the pedagogical knowledge base, and the pedagogical content knowledge base. They must also know how to complement these knowledge bases with the appropriate use of technology.
2. **COLLABORATION** - Educational professionals must continually seek opportunities to work together, learn from one another, forge partnerships, and assume positions of responsibility.
3. **REFLECTION** - Educational professionals must be willing to assess their own strengths and weaknesses through reflection. They must also possess the skills, behaviors, and attitudes necessary to learn, change, and grow as life-long learners.
4. **PRACTICE** - Educational professionals must have a rich repertoire of research-based strategies for instruction, assessment, and the use of technologies. They must be able to focus

that array of skills on promoting authentic learning by all students or clients, while exhibiting an appreciation and commitment to the value and role of diversity.

Course Objectives:

The objectives of this course are to:

1. Understand sport management as a profession and field of academic study. (CFPO #3)
2. Develop a professional perspective toward working in the sport industry. (CFPO #1, 5, 6)
3. Think critically about the complexities involved with working in the sport industry. (CFPO #2, 6, 12)
4. Understand theories of management, leadership, and organizational behavior and how these theories are applied in sport enterprises. (CFPO #3, 11, 12)
5. Demonstrate an appreciation of diversity through use of unbiased language and an inclusive approach to sport management. (CFPO #2, 6)
6. Identify research questions in sport management and demonstrate the ability to analyze and interpret published research. (CFPO #4, 8)
7. Understand the relevance of ethical, legal, and sociological concepts to the management of sport. (CFPO #3, 6)
8. Prepare themselves to become members of the profession who will have a positive influence on how sport is managed in the future. (CFPO #1, 4, 8, 11)

Topics Covered in the Course:

Managing Sport in the 21st Century (3 hours)
Developing a Professional Perspective (3 hours)
Thinking Critically (3 hours)
Intercollegiate Athletics (3 hours)
Professional Sport (3 hours)
Sport Tourism (3 hours)
A North American Perspective on International Sport (3 hours)
Sport Marketing (3 hours)
Branding (3 hours)
Sport Consumer Behavior (3 hours)
Management Theory and Practice in Sport Organizations (3 hours)
Managerial Leadership in Sport Organizations (3 hours)
Ethical Challenges in Sport Management (3 hours)
Sociological Aspects of Sport (3 hours)
Sport Marketing (3 hours)

Required Text:

Pedersen, P.M., Parks, J.B., Quarterman, J., & Thibault, L. (2011). *Contemporary sport management (4th Edition)*. Champaign, IL: Human Kinetics.

Methods of Instruction:

Instruction will take place through lectures and class discussions.

Suggested Student Activities:

1. Complete assigned readings (objectives 1, 3, 4, 6, 7)
2. Participate in class discussions (objectives 1, 3, 5, 8)
3. Complete assigned projects (objectives 1, 2, 3, 8)
4. Study for and take exams (objectives 1, 3, 4, 5, 6, 7, 8)

Honor Code:

Mississippi State University has an approved Honor Code that applies to all students. The code is as follows:

“As a Mississippi State University student I will conduct myself with honor and integrity at all times. I will not lie, cheat, or steal, nor will I accept the actions of those who do.”

Upon accepting admission to MSU, a student immediately assumes a commitment to uphold the Honor Code, to accept responsibility for learning, and to follow the philosophy and rules of the Honor Code. Students may be required to state their commitment on examinations, research papers, and other academic work. Ignorance of the rules does not exclude any member of the MSU community from the requirements or the processes of the Honor Code. For additional information please visit: <http://www.msstate.edu/dept/audit/1207A.html>.

Technology:

An updated calendar, list of readings, and other assignments will be posted on myCourses. Students are encouraged to check the course page on myCourses often.

Diversity:

Although diversity is not the central focus of this course, students will be encouraged to think critically about how diversity impacts sport management as an academic field and professional practice.

Disability:

Students who have a disability that requires accommodation(s) should make an appointment with the Office of Student Support Services and Disability Support Services (325-3335) to discuss their specific needs.

Field Component:

This course does not have a field component.

Evaluation of Student Progress:

Evaluation involves a combination of in-class assessments, independent projects, and examinations. The in-class assessments are designed to allow students to practice collaboration in discussing current topics relevant to sport management. The independent projects encourage students to be self-sufficient and develop writing skills. The examinations are designed to encourage mastery of course content.

A = 100% - 90%, B = 89% - 80%, C = 79% - 70%, D = 69% - 60%, F ≤ 59%

Bibliography:

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- Armstrong, K. L. (2001). Creating multicultural sport spectating experiences: Marketing the sociology of sport consumption. *International Journal of Sport Management*, 2, 183-204.
- Harvey, J., Law, A., & Cantelon, M. (2001). North American professional team sport franchises ownership patterns and global entertainment conglomerates. *Sociology of Sport Journal*, 18(4), 435-457.
- Hoek, J. (2005). Ambush marketing: Research and management implication. In J. Amis & T. B. Cornwell (Eds.), *Global sport sponsorship* (pp. 207-224). New York: Berg.
- Jones, D. F., Brooks, D. D., & Mak, J. Y. (2008). Examining Sport Management Programs in the United States. *Sport Management Review*, 11(1), 77-91.
- Jordan, J., Turner, B., Fink, J., & Pastore, D. (2007). Organizational Justice as a Predictor of Job Satisfaction: An Examination of Head Basketball Coaches. *Journal for the Study of Sports and Athletes in Education*, 1(3), 321-344.
- Kim, M., Chelladurai, P., & Trail, G. T. (2007). A Model of Volunteer Retention in Youth Sport. *Journal of Sport Management*, 21(2), 151-171.

- Mahony, D. F., Mondello, M., Hums, M. A., & Judd, M. R. (2004). Are sport management doctoral programs meeting the needs of the faculty job market? *Journal of Sport Management, 18*, 91-110.
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