

**Intro to Sports Management (graduate): MGMT 5643 Sec 503**  
**SPRING 2016: Jan 18- March 11**  
**Spears School of Business**  
**Oklahoma State University**

**Instructor:**

Dr. Bryan Finch, Clinical Asst. Professor of Management; Director- Sports  
Management Institute

**Contact Information:**

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Office Hours: Business 301: Tuesdays, 1030a-noon

Course Site: Desire2Learn (Online Classroom): <http://oc.okstate.edu>

Administrative contact: Business Distance Learning, 108 Gundersen Hall

Spears School of Business, Oklahoma State University, Stillwater, Oklahoma 74078

Phone: 405-744-4048; Toll Free: 866-678-3933; Fax: 405-744-1891

**Overview of the Course**

This course will provide a broad overview of the sport industry. We will discuss the basic management skills necessary in the operation of sport organizations. Also, we will examine the social, behavioral and managerial foundations of sport management, finance, economics, and budgeting in the sport industry.

**Course Prerequisites**

n/a

**Course Goals**

Students will gain a greater understanding of the management decisions and strategies used in the sports business world. Lessons can be applied to other areas of business which utilize strategic planning, competition, sponsorships, or other similar tactics.

<b>Course Objective</b>	<b>Program Learning Goal</b>
Students should recognize and be able to discuss the role of sports in historical, economic, political, and cultural perspectives.	• Business Knowledge & Competency
Students should be able to compare and contrast financial and management differences in sport leagues and evaluate effective sponsorship and activation approaches.	• Business Knowledge & Competency
Students should be able to analyze sports marketing and ticket sales strategies as well as the use of technology in sports advertising and exposure.	• Business Knowledge & Competency • Critical Thinking

## Texts and Supplementary Materials

### Required Text

none

## Grading Policy

The grades in this class break down as follows:

Test 1	35
Final Exam	35
Presentation Assignment	20
Current Event	05
<u>Rivalry Paper</u>	<u>05</u>
Total Points	100

Letter grades will be assigned according to the standard scale.

90-100 pts.	= A
80-89 pts.	= B
70-79 pts.	= C
60-69 pts.	= D
Below 60pts	= F

## Schedule

Lectures/topic	Due (date)
1- Syllabus; 2- Sport Industry; 3- Careers in Sport; 4- Consumer Behavior; 5- Economic Impact; 6- Finance; 7- Sponsorship I; 8- NCAA; 9- NCAA Marketing; 10- NCAA Fundraising; 11- Guest: Craig Clemons; 12- NFL; 13- NBA; 14- MLB; 15- NASCAR; 16- Golf & Tennis; 17-Hockey.	<b><u>Test #1:</u></b> <b>Live on campus- Thursday, Feb 11<sup>th</sup>, 7:00pm, EN 108;</b> <b>or Via Proctor- Feb 10, 11, 12th</b>
18- Soccer; 19- Unique Sports; 20- Technology & Media Rights; 21- Internet & Social Media; 22- Legal & Gambling; 23- Negotiation; 24- Social Issues; 25- Tourism; 26- International Sports; 26b- Guest Nate Klein; 27- EA Sports; 28- ESPN; 29- Nike; 30- Sport Destinations.	<b>* Projects and paper due on D2L dropbox (11:59 pm, <u>Monday, March 7<sup>th</sup>, 2016</u>)*</b>  <b>*<u>Final exam</u>- Live on campus- Thursday, 7:00pm, March 10<sup>th</sup>, EN 108;</b> <b>or Via proctor- March 9, 10, 11th</b>

## **Description of Course Requirements**

### Lectures

Students are expected to view all lectures for the course. Lectures may be augmented with video and news clips as well as media articles and other materials. Links or materials will be posted on D2L under the news tab. Please contact me via email if a link is dead or a file does not work, etc.

### Current Event

Your assignment is to create a short Powerpoint presentation over a current event in sports that occurred within the last 6-8 months. Create 4-5 slides that review the event and most importantly, tell me why the issue is important from a sports business perspective. Don't just give me an injury report on a baseball player, or a social story about someone's dating life...give me the business angle. You can put the notes below the slides or in the slides...be sure to cite at least one reputable source (not Wikipedia). Load it into D2L dropbox.

### Rivalry Paper

Rivalries are part of the fabric that holds the sports industry together. Fandoms and traditions are built around them. In this paper, I want you to examine and expound upon three aspects of a rivalry of your choice. The paper should be 5-7 pages, double-spaced, 12 point Times New Roman font. Don't be afraid to be creative. You can pick any sport you choose- your high school, pro sports, international sports, a rivalry between sports (skiing vs. snowboarding).

I- Tell me about the history of the rivalry. How did it develop? What is your view of the future of the rivalry?

II- Tell me about the fan bases. How are they unique? How are they similar? What views do they hold of the other side?

III- Tell me about the one moment/game/event or perhaps the two opposing players that best sums up or represents this rivalry.

### Exams

There are 2 exams for this course (all 50 questions). Here are your exam options.

1- You can take it live, in person, with me, if you are in Stillwater. See schedule for times, dates, location on campus. If you take it live with me it will be a paper exam so you will need to bring a green scantron and #2 pencil. I offer this option only as a convenience- it is absolutely NOT required to be on campus for the exam!

2- You can take it at a proctor site. This can be on campus in Stillwater, Tulsa, OKC, or almost anywhere in the USA. We have agreements with many test centers and other colleges. The proctored exams will be on a computer. You will need to fill out a student form and test form online here-

<https://spears.okstate.edu/distance/forms/studentform/>

Make sure to be aware of any test center fees (\$) that often apply for their service.

Test centers: Stillwater, OK- Wes Watkins Center (405) 744-6390  
Tulsa, OK- OSU Tulsa testing center; (918) 594-8232  
Also OSU OKC, and University Testing and Assessment available.

3- The 3<sup>rd</sup> (new) option is ProctorU. ProctorU is a live online proctoring service that allows exam takers to complete their exams at home while still ensuring the integrity of the exam. Using almost any webcam and computer, you can take exams at home, at work, or anywhere you have internet access. To watch a How It Works video follow this link: <http://www.proctoru.com/howitworks.php>

To check your computer and internet connection meets all of the technical requirements follow this link: <http://www.proctoru.com/tech.php>

To select ProctorU as your Proctor this semester please complete a Student Information Form: <https://spears.okstate.edu/distance/forms/studentform/>. This lets the Distance Learning Office know who your proctor is. If you have any questions please contact the Distance Learning Office at 405-744-4048 or [spearsdistance@okstate.edu](mailto:spearsdistance@okstate.edu).

If students have any questions related to ProctorU, please direct those inquiries to Christy Story in our office, [Christy.story@okstate.edu](mailto:Christy.story@okstate.edu).

*For more information about the testing and proctoring procedure, contact the Distance Learning office at (405) 744-4019 and see <http://spears.okstate.edu/distance/guide/procedures/>.*

**Test #1**- 50 multiple choice/matching questions covering the first half of the class topics (see schedule for exact break point).

**Final exam**- 50 multiple choice/matching questions. The final will be comprehensive but will have more questions on it from the 2<sup>nd</sup> half of class than the first half.

**Project Assignment: DUE MONDAY before final exam, see schedule:**

The project will be an in-depth analysis of a team or sport of your choosing (examples have included the Boston Celtics, Florida State football, surfing in Hawaii, cricket in India). Email me for approval of your topic! You cannot report on a team that I directly lecture on in class (Green Bay, Manchester United, etc.).

\*You will develop your report using Powerpoint. Use bullet points on slides. Put any notes you need to provide more depth below each slide in the notes section.

\*You will need to gather information from several sources, including internet news reports, official team web pages, printed newspaper and magazine articles, and books. Do not cite Wikipedia! Make sure you have legitimate sources from several formats (not just a team blog or web page).

\*Deliverables: Upload your ppt presentation on D2L in the dropbox. Due date is on the schedule. (about 13-20 slides: the final slide should list your references)

*Project sections:*

- A- Team/sport overview and history
- B- Fan report (take me inside the fan base, unique fan cultures or behaviors, rivalries, etc.)
- C- Economic Impact: Local communities, stadium situation, financial reports
- D- Marketing: Recent team marketing initiatives, promotions (tickets), public relations events
- E- Sponsorships: Who are the team sponsors? How are they activating the sponsorships?
- F- Web page/media: Analyze the team web page and/or social media. Any ideas for improvement?
- G- Other/Summary: Review key points. Discuss future challenges and opportunities on the field and off the field.

### **Make-up Policy**

Students are expected to take each exam in the dates listed and submit the assignments in a timely manner. If for any reason a student cannot attend an exam or submit an assignment, he or she must notify the instructor prior to the examination. All late assignments and exams lose a letter grade per 24-hour period following the due date, unless the instructor has granted prior approval for late submission of an assignment. Approval for late submissions must be obtained from the instructor in advance, or be based on a documented medical emergency.

### **University Policy**

More information about university policy can be found at this website:

<http://academicaffairs.okstate.edu/images/Patty/ResourcesForFacultyStaff/Syllabus/summer%202015%20syllabus.pdf>

To drop this course, you must contact the office in 108 Gundersen or call (405)744-4048.

#### Academic Integrity

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, [academicintegrity.okstate.edu](http://academicintegrity.okstate.edu).

#### Accessibility

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible, so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity. For more information about OSU Student Disability Services, please go to: <http://www.okstate.edu/ucs/stdis/>