

Strategic Sports Management (graduate)
MGMT 5843 Sec 503 Spring 2016
Jan 18 – March 11
Spears School of Business
Oklahoma State University

Instructor:

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

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

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

Administrative contact: Spears School Distance Learning Office, 108 Gundersen, spearsdistance@okstate.edu or call (866)-678-3933 or (405) 744-4048

Overview of the Course

This course focuses on two main areas of the sports industry in greater detail than MGMT 3943. The two areas of concentration are: financing and revenue generation, and strategic management issues. Using the Financing Sport textbook, we will cover a broad range of financial and revenue challenges facing decision-makers in sports. These themes will be re-iterated in other lecture topics/case studies. Secondly, we will look at wide range of sports cases and subjects that deal with various strategic planning and management issues. These topics will include brand management in collegiate sports, the role of collegiate athletics in higher education in the United States, brand management in sports merchandising and entertainment, stadium financing and politics, franchise movement, legal cases, biographical stories, and the role of sports and tourism.

Course Goals

Students will gain a greater understanding of the challenges and issues involving strategic management and planning in the sports industry, as well as develop a broader knowledge of financing and revenue generation in sports and closely related fields and companies.

Course Objective	Program Learning Goal
Students should be able to discuss the challenges and strategies involved in financing sports endeavors and building and maintaining revenue.	• Business Knowledge & Competency

Students should be able to evaluate strategic management issues in sports, from public relations to brand management to franchise re-location.	<ul style="list-style-type: none"> • Business Knowledge & Competency
Students should be able to analyze trends and future directions in finance and revenue generation in sports and sporting events.	<ul style="list-style-type: none"> • Business Knowledge & Competency • Critical Thinking

Texts and Supplementary Materials

Required Text

#1- *Football U: Spectator Sports in the Life of the American University*. (2003). Toma, J. Douglas. ISBN: 0-472-11299-6

Grading Policy

The grades in this class break down as follows:

Market analysis	20
Biography paper	10
Test 1	35
<u>Final exam</u>	<u>35</u>
Total Points	100

Letter grades will be assigned according to the standard scale.

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

Description of Course Requirements

Lectures

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

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 3rd (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.

If students have any questions related to ProctorU, please direct those inquiries to Christy Story in our office, 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 2nd half of class than the first half. It will include the Toma book.

Market Analysis (30% of your grade- do it well!)

This assignment will be an in-depth review of the spectator sports industry and marketplace in a city of your choice (pending my approval). You cannot choose a city that we directly discuss in the class (OKC, Tulsa, Dallas, NYC, San Francisco,

Minneapolis, Washington DC, Phoenix, Honolulu). The work must be original (not a copy of a report from a previous class, especially one of mine).

*You will develop your report using Powerpoint.

*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 team blogs and web pages).

*Deliverables: 1-Powerpoint slides (13-18 slides); 2-Word file with notes and references. You will need to post these materials by the due date (see schedule). You can include your notes on the Powerpoint notes pages below each slide if you so desire, rather than posting as a separate Word file.

*I will post the grading scale on D2L so you will know exactly how the projects are graded.

Sport market analysis report sections:

- 1- Geographical information (relevant city history, population changes, media outlets- TV and radio)
- 2- Sports analysis (review area sports franchises/teams/events, list in order of popularity/following- college and professional)
- 3- Financial analysis (review stadium/field situations, financing issues, economic outlook for community and sports teams)
- 4- Political marketplace (discuss local and state politicians and/or groups that support or resist tax plans/stadium development/franchise movement/marketing, etc)
- 5- Outlook (What are the major decisions facing the city/fans/leaders/teams? What is your predicted outcome/s based on your review? Are other opportunities available?)

For example, if you were going to analyze Oklahoma City for this project, you would include:

- 1- *OKC history, population changes (slow, steady growth), Oklahoman, News 9, Sports Animal, etc*
- 2- *OKC Thunder, OU and OSU sports/football, Redhawks, OKC Memorial Marathon*
- 3- *OKC Arena naming rights issue (Ford Center), oil and gas sector impacts on state and OKC economy, NCAA continuing to use OKC for events (softball, baseball, basketball)*
- 4- *Mayoral and gubernatorial support, MAPS tax review, Bricktown development*
- 5- *Outlook- honeymoon effect for Thunder? Minor league teams? Other franchises or events that might fit in OKC?*

Paper:

For this graduate section, you are required to complete a research paper. The paper will include your review and analysis of an important sports figure. The paper should review the following:

- I. Biography/life of the person
- II. Your perspective on the impact of the person on the sport they are/were involved with (positive, negative or both)
- III. Lessons that can be learned from studying this person and their impact

The paper must be 6-8 pages, typed, Times New Roman font size 12, double spaced, and put in the D2L dropbox. It is due at the same time as the project. For the paper, you will also need to include multiple sources showing where you gained your information (these should include a variety of locations, not just a single web page or blog, for example. Books, newspapers, magazines, or other edited work should be included and sourced. The people may or may not be living, and do not have to be athletes: they may be someone who impacted sports in another way. Some examples might include: Boone Aldridge (ABC sports broadcaster who invented Monday Night Football and changed sports TV forever), James Naismith (father of basketball), Tiger Woods, Phil Knight (of Nike fame), etc.

Make-up Policy

Students are expected to take each exam on the date given and submit the assignment 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/faculty-a-staff>

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.

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/>

Schedule

Course Topics	Due (date)
1- Introduction 2- The Sports Matrix 3- Finance and Revenue I 4- Finance and Revenue II 5- Stadium Financing 5a- Wrigley 5b- St. Louis Village 6- Franchise Movement 7- Branding 8- Sport Businesses 8b- Under Armour	<p>*<u>Test #1</u>- Live with me Thursday 7:00pm (Feb. 11th, 2016; EN 108)</p> <p>OR via proctor Feb 10, 11, 12th</p>
9- College Sports 10- Football U 11- Sports bios 12- Sports Fitness 13- Sports and TV 14- Steroids 15- Phoenix 16- Washington DC 17- Hawaii 17.5- MLS 18- Careers in Sports 18.5- Analytics 19- Research 19a- Boston research 20- Review (+ Textbook: Football U, Toma)	<p>*<u>Market analysis & *Paper</u> due on D2L (Monday, March 7th, 11:59 pm)</p> <p>*<u>Final exam</u>- Live with me, Thursday 7:00pm (March 10th, EN 108)</p> <p>OR via proctor March 9, 10, 11th</p>