

Intro to Sports Management (graduate): MGMT 5643
Spring 2018: Feb 5-March 30 (online)
Spears School of Business
Oklahoma State University

Instructor:

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

Contact Information:

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Office Hours specifically for online students: Tuesdays 1030a-noon, Business 301: or as needed via email, phone: I will respond to student inquiries within 24 hours.

Grades will be entered in the Brightspace Gradebook within one week after the assignment due date.

Course Site: Brightspace by D2L <http://online.okstate.edu>

Online Learning Support: spearsonline@okstate.edu

Phone: 405-744-4048

Facebook: Follow Spears School Online Learning on Facebook!

<https://www.facebook.com/SpearsOnline/>

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.

Computer Requirements

- A broadband internet connection
- Windows 7 or Mac OS Mavericks or newer operating system are preferred
- [Google Chrome](#) or [Mozilla Firefox](#) web browser (click on links to download)
Note: lecture videos are **not** compatible with Internet Explorer or Edge.
- [VLC Viewer](#) video player (click on link to download)

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.

Course Objective	Program Learning Goal
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	20
Test 2	20
Final Exam	30
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)
<u>Section One:</u> 1- Syllabus/Intro; 2- Sports Industry; 3- Working in Sports; 4- Consumer Behavior; 5- Economic Impact; 6- Finance & Revenue; 7- Sponsorship I; 8- NCAA; 9- NCAA Marketing; 10- NCAA Fundraising; 12- NFL; 13- NBA; 14- MLB;	<u>Test #1:</u> On campus: Thursday Feb 22 Or At test proctor or ProctorU Feb 22 or 23rd
<u>Section Two-</u> 15- NASCAR; 16- Golf & Tennis; 17-Hockey, 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;	<u>Test #2:</u> On campus: Thursday March 15 Or At test proctor or ProctorU March 15th or 16th
<u>Section Three-</u> 27- EA Sports; 28- ESPN; 29- Nike	* Projects due on dropbox (11:59 pm, <u>Tuesday March 27th!</u>) *<u>Final exam (comprehensive)-</u> On campus: Thursday March 29 Or At test proctor or ProctorU March 29 or 30th

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 online 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 the 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 3 exams for this course (all 50 questions), they require a proctor. Here are your exam options:

You can take the exams at a testing center with a proctor. This can be on campus in Stillwater, Tulsa, OKC, and within and outside the U.S. The proctored exams will be online via Brightspace. You may also set it up at home through ProctorU.

ACTION prior to or within the first week of class, go to the Spears School of Business Online Learning website to choose a proctor at: spearsonline.okstate.edu, and click on "Select Proctor" at the top right of the page. Follow the instructions to identify your proctor site. Up to one week before each exam start date, make your appointment directly with your testing center to take each exam. The exam and/or exam instructions will be sent to your proctor site 3 days prior to the exam start date. Contact the Spears School Online Learning office at spearsonline@okstate.edu, or call (405) 744-4048 if you have any questions regarding the proctoring process. You may also visit <http://spears.okstate.edu/online/guide>.

Test #1- 50 multiple choice/matching questions (see schedule for exact break point).

Test #2- 50 multiple choice/matching questions (see schedule for exact break point).

Final exam- 50 multiple choice/matching questions. The final will be comprehensive but will have several questions on it from the 3rd section.

Project Assignment: DUE 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). 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 Brightspace 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/faculty-a-staff>

Drop Policy

Information about university drop policy and dates is at this website:

<http://registrar.okstate.edu/>

To drop this course, contact the Registrar's office, (405) 744-6876, or drop through Banner Self Service, <http://my.okstate.edu>

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/>