Instructor: Dr. Robert McDermand, MA, MPA, MBA, EdD  
Office: Athletics Fieldhouse Academic Center 101A  
Office Phone: 936-468-4429  
Other Contact Information: 936-468-4103 (MGT Department)  
Course Time & Location: TR 8:00-9:15 BUS 127  
Office Hours: Monday and Wednesday 10-11:00am  
Credits: 3  
Email: mcdermanrd@sfasu.edu  

Prerequisites: None  

I. Course Description:  
This course will provide students with knowledge, skills, and information about current trends in Sports Business. Students who have an interest in pursuing further study of the world of sports business at any level (private business, fitness clubs, high school athletics, college athletics, professional sports, etc.) will benefit from learning the intricacies of the broad sports business industry, with topics that include sports economics, sports marketing, sports promotion, international sports, and sports management.

II. Intended Learning Outcomes/Goals/Objectives (Program/Student Learning Outcomes):  
The overall objective of this course is for students to learn the basic principles of sports business as practiced by professional, collegiate and public organizations in a modern, high level economy. The course will introduce a wide variety of sports business topics with the goal of providing a basic understanding of those topics that will develop a foundation of knowledge for future study of each topic in greater depth.

Program Learning Outcomes:  
Program learning outcomes define the knowledge, skills, and abilities students are expected to demonstrate upon completion of an academic program. These learning outcomes are regularly assessed to determine student learning and to evaluate overall program effectiveness. You may access the program learning outcomes for your major and particular courses at http://www.sfasu.edu/cob/ugplo.asp.

Student Learning Outcomes:  
1. Students will be able to identify the basic concepts of sports business that are significant to the fields of management, marketing and international business.  
2. Students will be able to apply basic business concepts to the fields of professional, amateur, recreational, and collegiate sports.  
3. Students will be able to demonstrate their knowledge of sports business concepts through examinations and case study assignments.  
4. Students will be able to apply their foundation knowledge from this course into future management, marketing and sports business courses.

III. Course Assignments, Activities, Instructional Strategies, use of Technology:  
A variety of instructional activities will be used, including: online case studies and articles, lectures, a midterm exam, a final exam, in-class exercises, some group work, in-class discussions, videos, and demonstration.

IV. Evaluation and Assessments (Grading):  
The student's course grade will be determined based on the following course activities, and weighted as indicated.

<table>
<thead>
<tr>
<th>COURSE ACTIVITY</th>
<th>GRADE WEIGHT</th>
<th>REQUIREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weekly Case Studies</td>
<td>30%</td>
<td>Case Studies are open for one week only on D2L</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>20%</td>
<td>In-class midterm will be held on March 8th at 8am</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20%</td>
<td>In-class final will be held on Wednesday, May 8th at 8am</td>
</tr>
<tr>
<td>In-Class Presentation</td>
<td>20%</td>
<td>5-10 minute small group presentation on a topic in Sports Business</td>
</tr>
<tr>
<td>Attendance and Participation</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>100%</td>
<td></td>
</tr>
</tbody>
</table>

Revised 1/2018
V. Tentative Course Outline/Calendar:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Dates</th>
<th>Unit Topics Covered</th>
<th>Case Study</th>
<th>Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Unit 1</td>
<td>Week of Jan 15</td>
<td>The Sports Industry</td>
<td>eSports and the Sports Industry</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Week of Jan 22</td>
<td></td>
<td>TBD</td>
<td>Case Study 1</td>
</tr>
<tr>
<td>Unit 2</td>
<td>Week of Jan 29</td>
<td>International Sports</td>
<td>Athletic Sneaker Industry</td>
<td>Case Study 2</td>
</tr>
<tr>
<td></td>
<td>Week of Feb 5</td>
<td></td>
<td>English Premier League Soccer</td>
<td>Case Study 3</td>
</tr>
<tr>
<td>Unit 3</td>
<td>Week of Feb 12</td>
<td>Sports Economics and Analytics</td>
<td>Stadium Financing and Public Subsidies</td>
<td>Case Study 4</td>
</tr>
<tr>
<td></td>
<td>Week of Feb 19</td>
<td></td>
<td>'Moneyball'</td>
<td>Case Study 5</td>
</tr>
<tr>
<td>Unit 4</td>
<td>Week of Feb 26</td>
<td>Sports Marketing</td>
<td>TBD</td>
<td>Case Study 6</td>
</tr>
<tr>
<td></td>
<td>Week of March 5</td>
<td></td>
<td>Midterm - March 8th</td>
<td>Case Study 7</td>
</tr>
<tr>
<td></td>
<td>Week of Mar 12</td>
<td></td>
<td>Spring Break</td>
<td></td>
</tr>
<tr>
<td>Unit 5</td>
<td>Week of Mar 19</td>
<td>Sports Promotion</td>
<td>Bobbleheads and Dime Dogs Nights</td>
<td>Case Study 8</td>
</tr>
<tr>
<td></td>
<td>Week of Mar 26</td>
<td></td>
<td>Fantasy Sports</td>
<td>Case Study 9</td>
</tr>
<tr>
<td>Unit 6</td>
<td>Week of April 2</td>
<td>Sports Management</td>
<td>The Rooney Rule</td>
<td>Case Study 10</td>
</tr>
<tr>
<td></td>
<td>Week of April 9</td>
<td></td>
<td>TBD</td>
<td>Case Study 11</td>
</tr>
<tr>
<td>Unit 7</td>
<td>Week of April 16</td>
<td>Sports Law</td>
<td>Concussions and the NFL</td>
<td>Case Study 12</td>
</tr>
<tr>
<td></td>
<td>Week of April 23</td>
<td>Sports Media</td>
<td>TBD</td>
<td>Case Study 13</td>
</tr>
<tr>
<td></td>
<td>Week of May 7</td>
<td></td>
<td>Final - Wednesday, May 8th at 8:00am</td>
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Instructor reserves the right to modify, change, emphasize, and/or de-emphasize any of the preceding proposed content topics.

V(b). Topics Covered

Unit 1 - The Sports Industry
- The Mission of Sports
- Ethics in Sports
- What is encompassed within the sports industry?
  - Professional, Amateur, Recreational, Interscholastic, Collegiate
  - Fitness Industry
  - Entertainment
  - Equipment and apparel
- Careers in Sports

Unit 2 - International Sports
- English Premier League football
- The Olympic Games

Unit 3 - Sports Economics
- Stadium funding and public subsidies
- Secondary ticket markets
- 'Moneyball' and sports analytics

Unit 4 - Sports Marketing
- Marketing of Services

Unit 5 - Sports Promotion
- Sponsorships
- Game Promotions
- Event Management
- Sports Information Directors

Revised 1/2018
Internet and social media

Unit 6 - Sports Management
- Managing Sports Organizations
- Strategic Human Resource Management
- Recruitment and Selection for Sport Organizations
- Organizational Culture
- Training and Development in Sports Organizations
- Performance Management
- Motivation and Rewards Management
- Sport Organizations and Diversity Management

Unit 7 - Sports Law
- Government and the sports business
- Labor relations in professional sports
- Pro sports unions
- College athletes and likeness rights
- Should college athletes be allowed to unionize?
- Sports agents

Unit 8 - Sports Media
- Sports media production
- The market for sports broadcast rights
- The business of ESPN
- Emerging media

VI. Textbook (Required):

Required Textbook:
- None chosen yet

Case Studies
- Case studies will be posted online through D2L

Reading Assignments
- Reading assignments will be made throughout the semester and correspond to course units, topical issues in sports business, debates and lecture topics.
- Additional recommended readings (articles, books, etc.) might be introduced throughout the course and will be posted whenever possible on D2L or handed out in class.

VII. Course Evaluations:

Near the conclusion of each semester, students in the Rusche College of Business electronically evaluate courses taken within the college. Evaluation data is used for a variety of important purposes including: 1. Course and program improvement, planning, and accreditation; 2. Instruction evaluation purposes; and 3. Making decisions on faculty tenure, promotion, pay, and retention. As you evaluate this course, please be thoughtful, thorough, and accurate in completing the evaluation. Please know that the College of Business faculty is committed to excellence in teaching and continued improvement. Therefore, your response is critical!

In the Rusche College of Business, the course evaluation process has been simplified and is completed electronically through MySFA. Although the instructor will be able to view the names of students who complete the survey, all ratings and comments are confidential and anonymous, and will not be available to the instructor until after final grades are posted.

VIII. Student Ethics and Other Policy Information:

Attendance:
It is assumed and expected that students will attend all scheduled class meetings. Not all absences are excused, but if convenient (for the instructor) may be made-up. Consistent and prompt attendance positively reflects on the student’s participation and therefore there is, in fact, a reward for being present. Instructor reserves the right to record as absent any person who is present and sleeping.

Students with Disabilities
In accordance with the “American Disabilities Act,” an appropriate adjustment will be arranged for individuals with a disability that might prevent or eliminate them from participating in certain activities during the semester. It should be
noted that students have an obligation to advise or disclose information to the instructor about their specific disability so that correct accommodation may be made. To obtain disability related accommodations, alternate formats and/or auxiliary aids, students with disabilities must contact the Office of Disability Services (ODS), Human Services Building, and Room 325, 468-3004/468-1004 (TDD) as early as possible in the semester. Once verified, ODS will notify the course instructor and outline the accommodation and/or auxiliary aids to be provided. Failure to request services in a timely manner may delay your accommodations. For additional information, go to http://www.sfasu.edu/disabilitieservices/.

**Academic Integrity**
Academic integrity is a responsibility of all university faculty and students. Faculty members promote academic integrity in multiple ways including instruction on the components of academic honesty, as well as abiding by university policy on penalties for cheating and plagiarism.

**Definition of Academic Dishonesty**
Academic dishonesty includes both cheating and plagiarism. Cheating includes but is not limited to (1) using or attempting to use unauthorized materials to aid in achieving a better grade on a component of a class; (2) the falsification or invention of any information, including citations, on an assigned exercise; and/or (3) helping or attempting to help another in an act of cheating or plagiarism. Plagiarism is presenting the words or ideas of another person as if they were your own. Examples of plagiarism are (1) submitting an assignment as if it were one’s own work that has been purchased or otherwise obtained from an Internet source or another source; and (3) incorporating the words or ideas of an author into one’s paper without giving the author due credit.

Please read the complete policy at [http://www.sfasu.edu/policies/academic_integrity.asp](http://www.sfasu.edu/policies/academic_integrity.asp)

**Withheld Grades Semester Grades Policy (A-54)**
Ordinarily, at the discretion of the instructor of record and with the approval of the academic chair/director, a grade of WH will be assigned only if the student cannot complete the course work because of unavoidable circumstances. Students must complete the work within one calendar year from the end of the semester in which they receive a WH, or the grade automatically becomes an F. If students register for the same course in future terms then the WH will automatically become an F and will be counted as a repeated course for the purpose of computing the grade point average.

**Acceptable Student Behavior**
Classroom behavior should not interfere with the instructor’s ability to conduct the class or the ability of other students to learn from the instructional program (see the Student Conduct Code, policy D-34.1). Unacceptable or disruptive behavior will not be tolerated. Students who disrupt the learning environment may be asked to leave class and may be subject to judicial, academic or other penalties. This prohibition applies to all instructional forums, including electronic, classroom, labs, discussion groups, field trips, etc. The instructor shall have full discretion over what behavior is appropriate/inappropriate in the classroom. Students who do not attend class regularly or who perform poorly on class projects/exams may be referred to the Early Alert Program. This program provides students with recommendations for resources or other assistance that is available to help SFA students succeed.

**IX. Other Relevant Course Information:**
1. In order to provide and maintain a clean learning environment, it is the policy of the university that no open beverages, food, or tobacco are permitted in instructional areas.
2. Student attendance and participation in this class is a personal matter and results from individual motivation and interest. However, when present in class, it is expected that you will remain until class is completed. Students who, for whatever reason, feel they must leave class will be penalized by having ONE (1) test point subtracted from their total test score for each occasion that they absent themselves from class. If you know you must leave class and inform the instructor in advance no penalty will be applied.
3. Cell phones must be turned off and remain off during class time. Students text messaging, receiving, making, or interrupting class with their phones will be penalized by having ONE (1) test point subtracted from their total test score on each occasion that these types of events occur.