MGMT 3325 001 Principles of Sports Business
Robert McDermand – Fall 2020

Department of Management, Marketing and International Business
MGMT 3325 001 Principles of Sports Business (formerly known as MGT 325)
Fall 2020

Instructor: Dr. Robert McDermand, MA, MPA, MBA, EdD
Office: McGee Business 403QQ
Office Phone: 936-468-1791
Other Contact Information: 936-468-4103 (MM Department)

Course Time & Location: Mon & Wed 9:30-11:00am
Office Hours: M/W 8-9:30, 11-12, T/R 9:30-12
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 in the Curriculum Management Handbook at http://www.sfasu.edu/academics/colleges/business/welcome/faculty-resources

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, economics, law, 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):

<table>
<thead>
<tr>
<th>COURSE ACTIVITY</th>
<th>GRADE WEIGHT</th>
<th>REQUIREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Case Studies</td>
<td>20%</td>
<td>4 Case Studies, each open on D2L</td>
</tr>
<tr>
<td>Quizzes</td>
<td>20%</td>
<td>10 online quizzes, each open on D2L</td>
</tr>
<tr>
<td>Midterm Exam</td>
<td>20%</td>
<td>Online Midterm – Sunday, October 18th</td>
</tr>
<tr>
<td>Final Exam</td>
<td>20%</td>
<td>Online Final Exam – Friday, December 11th</td>
</tr>
<tr>
<td>Zoom Presentation</td>
<td>20%</td>
<td>6-8 minute individual Zoom online presentation on a topic in Sports Business</td>
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<tr>
<td>Total</td>
<td>100%</td>
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Revised 8/2020
V. Tentative Course Outline/Calendar:

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topics Covered</th>
<th>Case Study</th>
<th>Quizzes</th>
<th>Assignments (All times are in CST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Introduction to Sports Business</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>The Sports Industry</td>
<td>eSports and the Sports Industry</td>
<td>Quiz 1 (due Sept 6 by 11:59pm)</td>
<td>Case Study 1 (due Sept 6 by 11:59pm)</td>
</tr>
<tr>
<td>3</td>
<td>International Sports</td>
<td></td>
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<tr>
<td>4</td>
<td>Professional Sports</td>
<td></td>
<td>Quiz 2 (due Sept 20 by 11:59pm)</td>
<td>Case Study 2 (due Sept 27 by 11:59pm)</td>
</tr>
<tr>
<td>5</td>
<td>Sports Economics</td>
<td>Stadium Financing and Public Subsidies</td>
<td>Quiz 3 (due Sept 27 by 11:59pm)</td>
<td>Case Study 2 (due Sept 27 by 11:59pm)</td>
</tr>
<tr>
<td>6</td>
<td>Sports Analytics</td>
<td></td>
<td>Quiz 4 (due Oct 1 by 11:59pm)</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Sport Marketing</td>
<td></td>
<td>Quiz 5 (due Oct 11 by 11:59pm)</td>
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Midterm Exam – Sunday, October 18 (due by 11:59pm)

<table>
<thead>
<tr>
<th>Unit</th>
<th>Topics Covered</th>
<th>Case Study</th>
<th>Quizzes</th>
<th>Assignments (All times are in CST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>8</td>
<td>Sport Promotion</td>
<td></td>
<td>Quiz 6 (due Oct 25 by 11:59pm)</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Sport Management</td>
<td></td>
<td>Quiz 7 (due Nov 1 by 11:59pm)</td>
<td>Case Study 3 and Zoom Presentation Topic Approval (due Nov 8 by 11:59pm)</td>
</tr>
<tr>
<td>10</td>
<td>Diversity in Sports</td>
<td>The Rooney Rule</td>
<td>Quiz 8 (due Nov 8 by 11:59pm)</td>
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<tr>
<td>11</td>
<td>Sports Law</td>
<td></td>
<td>Quiz 9 (due Nov 15 by 11:59pm)</td>
<td></td>
</tr>
<tr>
<td>12</td>
<td>Ethics in Sports</td>
<td>DIY Case Study</td>
<td></td>
<td>First draft of Zoom Presentation (due Nov 22 by 11:59pm)</td>
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Thanksgiving Break (November 21 – 29)

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<thead>
<tr>
<th>Unit</th>
<th>Topics Covered</th>
<th>Case Study</th>
<th>Quizzes</th>
<th>Assignments (All times are in CST)</th>
</tr>
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<tbody>
<tr>
<td>13</td>
<td>Sports Media</td>
<td></td>
<td>Quiz 10 (due Dec 6 by 11:59pm)</td>
<td>Case Study 4 (due Dec 6 by 11:59pm)</td>
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Final Exam – Friday, December 11th (due by 11:59pm)

Instructor reserves the right to modify, change, emphasize, and/or de-emphasize any of the preceding proposed content topics. On average, this course will consist of two 75-minute lectures per week and roughly 6 hours of out-of-class case studies, quizzes, readings and assignments.

COVID-19 MASK POLICY
Masks (cloth face coverings) must be worn over the nose and mouth at all times in this class and appropriate physical distancing must be observed. Students not wearing a mask and/or not observing appropriate physical distancing will be asked to leave the class. All incidents of not wearing a mask and/or not observing appropriate physical distancing will be reported to the Office of Student Rights and Responsibilities. Students who are reported for multiple infractions of not wearing a mask and/or not observing appropriate physical distancing may be subject to disciplinary actions.


VI. Textbook:

Required Textbook:
- None chosen yet

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.

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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:**

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 cannot attend class are penalized by having attendance/participation point subtracted from their running total for each occasion that they are absent from class. If you know you must be absent from class and inform the instructor in advance for the chance that no penalty will be applied.

**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/disabilityservices/.

**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://catalog.sfasu.edu/content.php?catoid=2&navoid=78#academic-integrity](http://catalog.sfasu.edu/content.php?catoid=2&navoid=78#academic-integrity)

**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 and F. If students register for the same course in future terms 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

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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.