Department of Management, Marketing and International Business  
MGMT 3325 001 Principles of Sports Business (formerly known as MGT 325)  
Fall 2023

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: MW 11-12:15 BUSI 455  
Office Hours: M/W 9-11, M 1-3 T/R 10:30-12  
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>Wednesday, October 11 at 11am in class</td>
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<tr>
<td>Final Exam</td>
<td>20%</td>
<td>Wednesday, Dec. 13 10:30 a.m. - 12:30 p.m.</td>
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<tr>
<td>Zoom Presentation</td>
<td>10%</td>
<td>6-8 minute individual Zoom online presentation on a topic in Sports Business</td>
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<tr>
<td>Attendance and Participation</td>
<td>10%</td>
<td>Checks of in-person attendance, in-class discussions</td>
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<tr>
<td>Total</td>
<td>100%</td>
<td></td>
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</tbody>
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Revised 8/2023
### V. Tentative Course Outline/Calendar:

<table>
<thead>
<tr>
<th>Units</th>
<th>Unit Topics Covered</th>
<th>Case Study</th>
<th>Quizzes</th>
<th>Assignments (All times are in CST)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1&amp;2</td>
<td>The Sports Industry</td>
<td>Quiz 1 (due Sept 3 by 11:59pm)</td>
<td>Case Study 1 (due Sept 10 by 11:59pm)</td>
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<td></td>
<td>International Sports</td>
<td>eSports and the Sports Industry</td>
<td>Quiz 2 (due Sept 17 by 11:59pm)</td>
<td>Case Study 2 (due Sept 24 by 11:59pm)</td>
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<td>4</td>
<td>Professional Sports</td>
<td>Quiz 3 (due Sept 24 by 11:59pm)</td>
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<td>5</td>
<td>Sports Economics</td>
<td>Quiz 4 (due Oct 1 by 11:59pm)</td>
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<td></td>
<td>Stadium Financing and Public Subsidies</td>
<td>Quiz 5 (due Oct 8 by 11:59pm)</td>
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<tr>
<td>Midterm</td>
<td></td>
<td>Midterm Exam – Wednesday, October 11 at 11am in class</td>
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<td>8</td>
<td>Sport Promotion</td>
<td>Quiz 6 (due Oct 22 by 11:59pm)</td>
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<td>9</td>
<td>Sport Management</td>
<td>Quiz 7 (due Oct 29 by 11:59pm)</td>
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<td>10</td>
<td>Diversity in Sports</td>
<td>Quiz 8 (due Nov 5 by 11:59pm)</td>
<td>Case Study 3 and Presentation Topic Approval (due Nov 5 by 11:59pm)</td>
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<tr>
<td>11</td>
<td>Sports Law</td>
<td>Quiz 9 (due Nov 12 by 11:59pm)</td>
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<tr>
<td>12</td>
<td>Ethics in Sports</td>
<td>Quiz 10 (due Dec 3 by 11:59pm)</td>
<td>Case Study 4 (due Dec 3 by 11:59pm)</td>
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<td></td>
<td>DIY Case Study</td>
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<td>Thanksgiving Break (November 18-26)</td>
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<td>13</td>
<td>Sports Media</td>
<td></td>
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<td></td>
<td>Final Presentations - December 4th and 6th - in class</td>
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<tr>
<td>Final</td>
<td></td>
<td>Final Exam – Wednesday, Dec. 13 10:30 a.m. - 12:30 p.m.</td>
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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.

### 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.*

### 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.**

Revised 8/2023
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
The Code of Student Conduct and Academic Integrity outlines the prohibited conduct by any student enrolled in a course at SFA. It is the responsibility of all members of all faculty, staff, and students to adhere to and uphold this policy.

Articles IV, VI, and VII of the new Code of Student Conduct and Academic Integrity outline the violations and procedures concerning academic conduct, including cheating, plagiarism, collusion, and misrepresentation. Cheating includes, but is not limited to: (1) Copying from the test paper (or other assignment) of another student, (2) Possession and/or use during a test of materials that are not authorized by the person giving the test, (3) Using, obtaining, or attempting to obtain by any means the whole or any part of a non-administered test, test key, homework solution, or computer program, or using a test that has been administered in prior classes or semesters without permission of the Faculty member, (4) Substituting for another person, or permitting another person to substitute for one’s self, to take a test, (5) Falsifying research data, laboratory reports, and/or other records or academic work offered for credit, (6) Using any sort of unauthorized resources or technology in completion of educational activities.

Plagiarism is the appropriation of material that is attributable in whole or in part to another source or the use of one’s own previous work in another context without citing that it was used previously, without any indication of the original source, including words, ideas, illustrations, structure, computer code, and other expression or media, and presenting that material as one’s own academic work being offered for credit or in conjunction with a program course or degree requirements.

Collusion is the unauthorized collaboration with another person in preparing academic assignments offered for credit or collaboration with another person to commit a violation of any provision of the rules on academic dishonesty, including disclosing and/or distributing the contents of an exam.

Misrepresentation is providing false grades or résumés; providing false or misleading information in an effort to receive a postponement or an extension on a test, quiz, or other assignment for the purpose of obtaining an academic or financial benefit for oneself or another individual or to injure another student academically or financially.

Please read the complete policy at 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 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.

Revised 8/2023
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.

Student Wellness and Well-Being
SFA values students’ overall well-being, mental health and the role it plays in academic and overall student success. Students may experience stressors that can impact both their academic experience and their personal well-being. These may include academic pressure and challenges associated with relationships, emotional well-being, alcohol and other drugs, identities, finances, etc.

If you are experiencing concerns, seeking help, SFA provides a variety of resources to support students’ mental health and wellness. Many of these resources are free, and all of them are confidential.

On-campus Resources:
The Dean of Students Office (Rusk Building, 3rd floor lobby)
www.sfasu.edu/deanofstudents
936.468.7249
dos@sfasu.edu

SFA Human Services Counseling Clinic Human Services, Room 202
www.sfasu.edu/humanservices/139.asp
936.468.1041

The Health and Wellness Hub “The Hub”
Location: corner of E. College and Raguet St.

To support the health and well-being of every Lumberjack, the Health and Wellness Hub offers comprehensive services that treat the whole person – mind, body and spirit. Services include:
- Health Services
- Counseling Services
- Student Outreach and Support
- Food Pantry
- Wellness Coaching
- Alcohol and Other Drug Education

www.sfasu.edu/thehub
936.468.4008
thehub@sfasu.edu

Crisis Resources:
- Burke 24-hour crisis line: 1.800.392.8343
- National Suicide Crisis Prevention: 9-8-8
- Suicide Prevention Lifeline: 1.800.273.TALK (8255)
- johCrisis Text Line: Text HELLO to 741-741

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