

**St. Bonaventure University**

**MGT 329**

**Introduction to Sports Management**

**Fall 2019 – Swan 1-1**

# Instructor Information

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**Vision:** The St. Bonaventure University School of Business seeks to be recognized as the premier Franciscan business school, one that excels in business education, applied scholarship, and impactful engagements with the regional, national, and global communities in which we live.

**Mission:**

**“The St. Bonaventure University School of Business Develops Responsible Leaders for the Greater Good and the Bottom Line.”** Our School is inspired by **educational excellence** in the Catholic **Franciscan tradition** to develop, for the increasingly complex world of global business, **critical and ethical thinkers** who value discovery, **global community**, belief in the goodness of life and the God-given worth of every individual.

**Values:**

The following Franciscan Values are uniquely linked to our Franciscan mission and are incorporated into our curriculum and services learning initiatives.

***Contemplation***

To think deeply, to ponder, to meditate, to consider, to study, to plan, to ask “what does it all mean?” is to be a contemplative

***Love***

To learn … not for the sake of accumulating knowledge alone, but so that knowledge can be applied to the betterment of others.

***Respect***

To be a “global village” in which people of all social classes, races, nations and beliefs live, accept, and attempt to understand and support one another.

***Joy***

To believe that the God who made the world is a good God, that the world and the people in it are good, and that whatever difficulties we face, it’s all going to work out for the best.  To look at life through a positive lens.

***Peace***

To uncover the injustices which are the roots of hatred and violence.  To prepare ourselves with knowledge, skill and love to promote a better world; to truly be an “instrument” of God’s peace.

***Compassionate Service***

To volunteer, to help, to seek opportunities to be of assistance to others.  To give of our time with a sense of humility and a desire to make the world a better place.  To see education as a means of being able to serve our fellow human beings.

# Course Description

This course is a study of topics currently defining the sports industry including quality and continuous improvement, teamwork, diversity, ethics and social responsibility, globalization, information technology and change.

This introduction to the professional area of sport management discusses basic philosophy and principles of sport at all levels. The term *sport* refers to all recreational competitive sports, exercise and fitness activities, and dance. *Management* encompasses the activities associated with administration, supervision, and leadership. *Credit: 3 semester hours.*

# Program Objectives

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| --- | --- | --- | --- |
| **Program Learning Goals** | **Objectives** | | **MGT 329** |
| **Goal 1 – Franciscan**  **Values:** Our graduates will understand the relevance of Franciscan values in their professional lives. | 1.  2. | Our graduates will relate Franciscan values to contemporary business practices.  Our graduates will apply an ethical framework to decision making. | Students will learn the importance of understanding diversity, ethics, social responsibility and globalization in the sports industry. |
| **Goal 2 – Critical Thinking:** Our graduates will be critical thinkers. | 1. | Our graduates will identify problems, select and apply appropriate problem-solving techniques, and use appropriate decision making skills to make a recommendation. | Using case studies and current events, students will analyze, evaluate, critique, and make recommendations for scenarios. |
| **Goal 3 – Effective**  **Communication Skills:** Our graduates will be effective communicators. | 1.  2. | Our graduates will produce professional quality written business documents.  Our graduates will create and deliver professional quality oral presentations. | Students will be required to apply the knowledge learned throughout the semester using both written and verbal communication skills. Both individual participation and group discussions will be evaluated. |
| **Goal 4 – Global Perspective:** Our graduates will have a basic global perspective. | 1. | Our graduates will demonstrate a basic knowledge of international business issues. | This course will analyze the field of sports management from local, national and global perspectives. Students will analyze the economic and social impact of international competition and regulation. |
| **Goal 5 – Knowledge of Business Disciplines:** Our graduates will have a fundamental knowledge of business disciplines. | 1.  2. | Our graduates will demonstrate an understanding of basic business disciplines and concepts. Our graduates will demonstrate competence in and an understanding of their major disciplines. | This course will build upon previous management and core business topics. |

# Course Objectives

Upon completion of the course, students will be able to:

1. Examine the size and scope of the sports industry and its many segments
2. Assess the various governance structures within the industry
3. Analyze the general philosophical principles influencing the management of sports organizations
4. Critically evaluate the theoretical foundations relevant to the organization and delivery of sports services
5. Demonstrate how knowledge of basic management skills are critical to the success of a sport organization
6. Compare and contrast opposing viewpoints regarding current issues and common ethical dilemmas in sport management
7. Develop strategies for enhancing professional skills and gaining employment within the

field

# Required Text

Masteralexis, L. P., Barr, C. A., & Hums, M. A. (2015). *Principles and practice of sport management* (5th ed.). Burlington, MA: Jones & Bartlett Learning.

# Technology Requirements

This course will utilize Moodle for turning in assignments. Students can login to the course through their MySBU account. For help with Moodle, please contact Karla Bright (kbright@sbu.edu) or the Technology Services Helpdesk (helpdesk@sbu.edu). Or, log into

MySBU, click “Tech Assistance” on the top-right side of the webpage, and click “Submit a Technology Support Ticket.”

# Evaluation Procedures

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| --- | --- |
| Your final grade will be determined as follows: |  |
|  Midterm Exam | 25 % |
|  Final Exam | 25 % |
|  Assignments | 30 % |
|  Class Participation and presentation | 20 % |

Final grades will be calculated the end of the semester using the following scale:

|  |  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- | --- |
| A | 94–100 | B | 83–86 | C | 73–76 | D | 60–64 |
| A- | 90–93 | B- | 80–82 | C- | 70–72 | F | Below 60 |
| B+ | 87–89 | C+ | 77–79 | D+ | 65–69 |  |  |

*Midterm Exam:* Make-up exams or assignments will only be given in the case of an excused absence (see “Attendance Policy” below for the definition of an excused absence). A date and time for a make-up exam will be scheduled at the instructor’s convenience.

*Final Exam:* The final exam will cover only the second half of the class material.

# Description of Instructional Methodology

This introductory class will be comprised of a variety of educational activities including lectures, guest speakers, class presentations, and online learning. It is expected that the assigned reading is completed prior to the start of class in order to have engaging discussions about the material.

# University Policies

**Academic Honesty Policy at St. Bonaventure University:**

Enrollment at St. Bonaventure University requires adherence to the University’s standards of academic integrity. These standards may be intuitively understood and cannot, in any case, be listed exhaustively. The following examples, detailed in full in Appendix B of the Code of Conduct ([5)](http://www.sbu.edu/codeofconduct), represent some basic types of unacceptable behavior: cheating, plagiarism, fabrications, obtaining an unfair advantage, aiding and abetting academic dishonesty, falsification of records and official documents, and unauthorized access to records. Academic dishonesty is a serious matter and will be dealt with accordingly, with University sanctions ranging from grade alteration to the possibility of expulsion. Students should familiarize themselves with these very important provisions of the Academic Honesty Policy, which is outlined in the Code of Conduct for reference only. Acts of academic dishonesty are not processed through the University Judicial process; the process for handling alleged violations is outlined within the policy. Please consult the St. Bonaventure University Student Handbook [(http://www.sbu.edu/docs/default-source/about-sbu/code-of-conduct-2016-2017.pdf?sfvrsn=6)](http://www.sbu.edu/docs/default-source/about-sbu/code-of-conduct-2016-2017.pdf?sfvrsn=6) for a list of unacceptable practices, penalties to be assigned and procedures to be followed in prosecuting cases of alleged academic dishonesty. Further, the St. Bonaventure University Undergraduate Catalog may be consulted for specific details on all academic policies at St. Bonaventure.

**Students with Disabilities:**

Students with disabilities who believe that they may need accommodations in this class are encouraged to contact the Disability Support Services Office, Plassmann Hall, at 375-2065 as soon as possible to better ensure that such accommodations are implemented in a timely fashion. Documentation from this office is required before accommodations can be made.

# Instructor Policies

## Attendance

Students are expected to attend class, be on time, and be prepared. Missing class will adversely affect your class performance grade. Students who aren’t in class on a regular basis will not do well. I will not make up work or assignments. You are expected to keep up regardless. The only exceptions to this are if (1) you are absent due to an official University commitment, in which case you will provide the instructor with written documentation from your coach or advisor at least one week prior to the absence, or (2) you are absent due to illness or injury, in which case you will provide the instructor with written documentation from a doctor or hospital.

## Participation

Students are expected to actively participate in class by asking and answering questions.   
*Class Participation:* You are expected to contribute to this class by (1) offering your opinions regarding the issues being discussed, (2) asking relevant questions about the subject matter, and (3) responding to questions posed by the instructor.

## Preparation

Students are expected to have the reading assignments completed when they arrive at class. While some material is difficult and may need additional explanation, students should have a basic understanding of the concepts that are to be covered that day. Use your notebook to jot down topics/ideas that you don’t understand from the reading and questions that you want to have answered during the next class. Scholarly attitude: When you are in this class, you are expected to act like an adult. You should (1) arrive on time and prepared, (2) pay attention, and (3) treat everyone with respect.

## Assistance

If you are having trouble with the material, do not hesitate to seek extra help. Simple questions can usually be dealt with after class (preferred) or by email (not encouraged). You are welcome to meet with me during my office hours, or if those times are inconvenient, by appointment.

# Course Outline

This outline indicates which chapters will be covered and when exams will be administered. The ordering of the chapters may be changed depending on our progress in class.

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| --- | --- |
| **Week/Dates** | **Reading Assignments / Topics Covered** |
| Aug.  26,28,30 | Ch. 1: Foundations of Sport Management  Ch. 2: Management Principles Applied to Sports Management  Learning Outcomes: 1, 2, 3, 4, 5, 6 |
| Sept. 2,4,6 | Ch. 3: Marketing Principles Applied to Sports Management  Ch. 4: Financial and Economic Principles Applied to Sports Management  Learning Outcomes: 2, 4, 5, 7  **Assignment #1 due Wednesday, Sept. 4** |
| Sept.  9,11,13 | Ch. 5: Legal Principles Applied to Sports Management  Ch. 6: Ethical Principles Applied to Sports Management  Learning Outcomes: 4, 5, 7 |
| Sept.  16,18,20 | Ch. 7: High School and Youth Sports  Ch. 8: Collegiate Sports  *Guest speaker: Don Scholla, Former AD at Olean High School*  Learning Outcomes: 1, 2, 3, 7  **Assignment #2 due Wednesday, Sept. 18** |
| Sept.  23,25,27 | Ch. 9: International Sports  Ch. 10: Professional Sports  Learning Outcomes: 1, 2, 3, 7  **Assignment #3 due Wednesday, Sept. 25** |
| Sept. 30,  Oct. 2 | Ch. 10: Professional Sports (continued)  **Assignment #4 due Wednesday, Oct. 2**  **Midterm Exam: Oct. 2 (No class on Friday Oct. 4)** |
|  | ***Fall Break- Oct 5-8 No class*** |
| Oct. 9,11 | Ch. 11: Sports Agency  Ch. 12: Facility Management |
| Oct.  14,16,18 | Ch. 12 Continued – Facility Management  Ch. 13: Event Management  *Guest speakers*: *Steve Campbell, Assoc. AD/Internal Operations at SBU*  *Gary Segrue, Director of Security at SBU*  Learning Outcomes: 4, 6, 8  **Assignment #5 due Monday, Oct. 21** |
| Oct. 21,  23,25 | Ch. 14: Sport Sales  Ch. 15: Sport Sponsorship  Learning Outcomes: 4, 6, 8 |
| Oct. 28,30, Nov. 1 | Ch. 16: Sport Communications  Ch. 17: Sport Broadcasting  Learning Outcomes: 4, 6, 8  **Assignment #6 due Wednesday, Oct. 30** |
| Nov. 4,6,8 | Ch. 18: The Sporting Goods and Licensed Products Industries  Ch. 19: Golf and Club Management  Learning Outcomes: 4, 6, 8  **Assignment #7 due Wednesday, Nov. 6** |
| Nov. 11,15 | **No class on Wednesday, Nov. 13**  Ch. 20: Recreational Sport  Learning Outcome: 8 |
| Nov. 18,20,22 | Ch. 21: Strategies for Career Success  Human Resources / The Hiring Process in Sports  *Guest speaker TBA*  **Assignment #8 due Friday, Nov. 22** |
| Dec. 2,4 | **In-Class Group Presentations (Final Assignment)** |
| Tuesday, Dec. 10 | **Final Exam – 10:30 a.m.** |

## Current Sport Business Issues: Weekly Assignments

We will begin each class session with a discussion of one key sport business issue from the news. Students will present an overview of what has happened recently and why it is significant for sport management students. Presentations will occur in the first 10 minutes of class. Students should prepare questions for their classmates to discuss. This will be part of your class participate grade. A schedule for these will be made in September.

**Written Assignments: These will be posted on Moodle and due on Moodle.**

Please see the outline above for due dates. Most directions will be posted on Moodle concerning length and style of written assignments.

## MGT 329: Assignment #1

1. Identify your dream entry-level job in the sports industry (the job you would like to get upon graduation). Also identify your career dream job (the job you want your career path to ultimately take you to).

You can be as specific (“Commissioner of the NBA”) or as general (“Assistant Athletic Director”) as you wish. For both jobs:

* 1. Why do you consider these your dream jobs?
  2. What key skills (as defined in the textbook, pages 34–41) do you possess that make you think you can handle the job? What are you doing right now (or plan to do in the future) to prepare you for the job?

1. Go to this web site: <http://personal.bgsu.edu/~jparks/ExSport/>

Click “Start,” answer the 18 questions (note that you have to answer yes to at least 4 questions), and then click “Submit.” Follow the links to gather the information needed to answer the following questions:

* 1. What field or fields did the software choose for you? Does this field in any way match your dream job identified in Question 1?
  2. Click on one of the fields that the software chose, and then click on “Where are the jobs in (your chosen field)?” Then click on “What are the job responsibilities in (your chosen field)?” How do those responsibilities match up with your answer to Question

1a?

* 1. Think of two additional questions that you think the program should have asked you, and explain why you think they are relevant in determining your proper career path.

## MGT 329: Assignment #2

Identify an event that has occurred in the past year that created an ethical dilemma in sport.

1. Describe the event and discuss why, in your opinion, it was an unethical decision or action. You should find an article that contemporaneously describes the event that you can refer to.
2. Discuss the pressures that you believe led the person to make the decision or take the action. Could the person’s superior, league, governing body, or teammates have done anything differently before the fact that might have led the person down a different path?
3. Taking the Zinn model (P. 134) in to consideration, discuss the response to the event by the governing body as well as the court of public opinion. Again, you should find references to cite. Do you agree with the responses?

Please do not divide your paper up into these 3 parts, but rather, try to integrate it all into one cohesive essay.

## MGT 329: Assignment #3

On page 191 of the textbook, read the case study “The Role of an Athletic Director.” Answer the six questions at the end of the case. If you use any sources other than the textbook, list them at the end of your paper.

## MGT 329: Assignment #4

Pick one of the following professional sports leagues: NFL, MLB, NBA, NHL, MLS, WNBA, NASCAR, PGA Tour, LPGA Tour, WTA Tour, or ATP Tour answer the following questions:

1. When was the league originally formed?

1. A) For team sports: How many teams were there at the time compared to how many there are today?
   1. For individual sports: How many annual events did the league stage at the time compared to how many there are today?

1. A) For team sports: Describe the extent to which the teams share revenue and describe any restrictions on player pay (salary caps, luxury taxes, etc.)
   1. For individual sports: Examine the most recent year’s prize list. How much did the first, second, 10th, and 50th player get?

1. Describe the league’s drug testing policy. Include facts about which drugs are tested for, when, where, how many times players can be tested, and what the penalties are for failing a test.

1. Describe league’s current media rights deal. What TV network(s) (or digital) is the sport shown on, and approximately how much revenue does the league get from the national TV deal?

## MGT 329: Assignment #5

Gather information about a stadium or arena that is currently under construction, has opened in the past year or been significantly renovated in the past five years.

Write a thorough description of the new facility, with a focus on construction and design issues; identify the architect(s), contactors, costs, timeline, features, economic impact to the region, team impact, surrounding community improvements, etc.

Feel free to include pictures and/or diagrams, and display data in tables if you think it is appropriate. For an assignment like this, I would expect at least one picture or diagram of the facility at a minimum.

## MGT 329: Assignment #5 (Alternate)

Prepare a summary of Steve Campbell and Gary Segrue’s visit to class. You should recap all of their responses and you must ask at least one question of your own, which you will include in your summary. No more than one page in length.

## MGT 329: Assignment #6

Choose a minor league baseball, hockey, or basketball team and find the following information. If you use outside sources, list them at the end of your assignment (you do not have to list the team’s own web site; I assume that you will all use that to start):

1. Give a brief history of the franchise, identify if the team has a working agreement with a major league (MLB, NHL, NBA) franchise, and identify the ownership.

1. Choose one of the front office employees and outline their background, how long they have had their position, their work history and skills required to succeed in the job. What would someone like yourself or another student who is aspiring to that position have to do over the next few years to achieve the goal of getting that job?

1. Describe their facility; include any information you feel is important or unique, any challenges it poses for management or any specific strengths it holds (e.g. historic).



## MGT 329: Assignment #7

Visit the official web site of one of these professional teams: Bills, Sabres, Yankees, Mets,

Giants, Jets, Islanders, Rangers, Devils, or Knicks; or Toronto Maple Leafs, Raptors or Blue Jays

1. Examine the home page and list all the corporate advertisers/sponsors you see. Are they primarily local businesses or national businesses? Are any of them companies whose products you buy?

1. Find a community relations event that the team has scheduled or has completed and describe it. What were the team’s goals in pursuing this venture?

1. Identify at least one employment or internship opportunity that the team is offering and

describe in detail who would make a good candidate for it.

1. Find the link to buy tickets. Describe the ticket price structure; be complete as possible, making sure to include location pricing, season ticket pricing, “premium game” seat pricing, etc.

1. Describe anything on the site especially for kids. Why is this (youth emphasis) important

to have on a web site?

## MGT 329: Assignment #8

1. Submit your current resume. You should have it reviewed by staff at The Career and Professional Readiness Center (CPRC) - Reilly Center, Room 231 before submitting it.

1. Revisit assignment #1. Has your “dream job” changed after completing this course? Discuss in a 1-page essay.

## MGT 329: Final Assignment

1. You will choose a partner and work in two-person teams. You will be “general managers” or “Athletics Directors” and you have been charged with hiring a replacement for the star coach, who just left your team/school. Pick the team or school you want to be working for and outline your process from compiling a list of at least three candidates to interview, to the financial offer you will make, to completing the hire.

This is fictional and I want you to enjoy the work but at the same time you should make it as real-to-life as possible. Do your homework, complete your research and give valid reasons to support your decisions.

You must outline:

* The characteristics of the coach you want to hire and why you consider these important
* The list of candidates and why you chose each one
* The reason why you select the finalist over the other candidates
* How you will go about the process of announcing your new coach and communicating it to your audience(s)
* What do you believe were the most challenging parts of this process and why?

Present as a group in class in dates TBD. You do not need to type up a report as it will be all verbal. You may want to work from notes or a Power Point; that is up to you.

If you cannot choose a partner, I will assign a partner for you.

**NOTE:**

All dates, times and assignments in this document are subject to change.