

SPM 4154 Administration of Sport and Physical Activity – Fall 2019

Tuesday (1:55 pm - 2:45 pm) FLG 265 and Thursday (1:55 pm - 3:50 pm) Anderson Hall 0013

Instructor: Dr. Cynthia Willming, Ph.D.

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Office Phone: 352-294-1662

Office Hours: *Tues 2:45 pm – 3:45 pm, Thurs 12:00 pm – 1:00 pm & 3:50 pm – 4:50 pm, and by appointment*

Department Chair: Dr. Michael Sagas

Course Description: The course is an in-depth analysis of the relationship of sport and management. The study of sport includes sporting goods manufacturers; fitness centers; recreation departments; broadcasting; Little League teams; and high school, NCAA, and professional leagues. The study of management follows the four functions of management: planning, organizing, leading, and controlling.

Course Objectives:

- To understand the role that managers play in the proper functioning of sport organizations.
- To visit various sport-related museums and arenas in the local area.
- To explore various careers in sport management.
- To learn the process of developing a business plan for a sport organization.

Required Textbook: Lussier, R.N. and D.C. Kimball, *Applied Sport Management Skills, Third Edition*, Human Kinetics, 2020.

Instructional Methods: The instructional methods for this course consist of lectures, readings, and discussions to provide students with a variety of learning methods.

Evaluation of Grades or Assessments: Students will be assessed based on the assignments below:

| Assignments | Points | % |
|----------------------------------|------------|-------------|
| Exam I | 100 | 22.5% |
| Exam II | 100 | 22.5% |
| Weekly Assignments (13 x 15 pts) | 195 | 44% |
| Attendance (10 x 5 pts) | 50 | 11% |
| Total Points | 445 | 100% |

Grading Policy:

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|----|--------|------|----|-------|------|----|-------|------|----|-------|------|---|------------|-----|
| A | 93-100 | 4.0 | B+ | 87-89 | 3.33 | C+ | 77-79 | 2.33 | D+ | 67-69 | 1.33 | E | 59 & below | 0.0 |
| A- | 90-92 | 3.67 | B | 84-86 | 3.0 | C | 74-76 | 2.0 | D | 64-66 | 1.0 | | | |
| | | | B- | 80-83 | 2.67 | C- | 70-73 | 1.67 | D- | 60-63 | 0.67 | | | |

Exams I and II (2 x 100 pts = 200 points):

- Two exams are administered based on the lectures, discussions, readings, and supplemental materials.
- Exams are multiple choice, true/false, fill in the blank, and/or short answer questions.
- You will not need scantrons for this course.
- **Make-up exams are NOT permitted** unless absences are in accordance with UF's Make-Up Policy.

Assignments (195 points)

*Bring a hardcopy of all assignments prior to the beginning of class.

*Canvas will not be used to upload assignments.

- Assignments are designed to assist students in expanding their knowledge and understanding of administrative skills in sport management.
- Please type the section title of each assignment along with the typed questions, and corresponding number for each question.
- Provide your typed response under each numbered question.
- All assignments must be typed and follow APA guidelines. Refer to the policy section of the syllabus.
- Bring a hard copy of each assignment prior to the beginning of class.
- Assignment due dates are posted in the course schedule.

Attendance (10 x 5 pts = 50 points)

- Ten random days of attendance are administered during the semester, using an attendance sign-in sheet.
- If the student is not present in class, leaves early, or arrives late, the student earns **zero** attendance points. No exceptions.

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| Course Policies |
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1. Professional Behavior

- Professional behavior is expected from all students. This includes respect and consideration for the instructor and other students.
- Use respectful language through written and verbal communication and make relevant points about the course content rather than opinions or personal experiences.
- Avoid us all caps in emails.

2. Attendance

- Requirements for attendance are consistent with University policy:
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

3. Excused Absences

- Requirements for excused absences are consistent with University policy:
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.
- Students are considered excused from class for the following reasons: documented illness, serious family emergency, certain curricular requirements, military obligations, severe weather conditions as noted by the University, or observance of religious holidays.
- Please obtain missed information from a classmate.

4. Unexcused Absences

- Requirements for unexcused absences are consistent with University policy:
<https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.
- Unexcused absences include but are not limited to outside extracurricular activities, work, family or personal vacations, or choosing not to participate.
- Please obtain missed information from a classmate.

5. Assignments

*Bring a hardcopy of all assignments prior to the beginning of class.

*Canvas will not be used to upload assignments.

- Late assignments are not accepted unless in accordance with the UF's Make-Up Policy.

- Assignments must follow **APA guidelines** (<http://www.apastyle.org/>) and use appropriate grammar, spelling, punctuation, and sentence structure; otherwise, points are deducted.
- Assignments must be **TYPED and double spaced**, using 12-point font, Times New Roman typeface, and 1-inch margins.
- Include your first and last name and date in the upper right corner of the first page of the assignment.
- Center the title immediately after the information in the upper right corner and above the first line of text.
- Include citations, if necessary.
- Technology problems are not acceptable excuses for late assignments.
- Refer to the Course Schedule and/or Canvas for assignment due dates.
- Please proofread all assignments.
- Plagiarism is not tolerated in this course.

6. Make-Up Policy

- Late assignments are not accepted unless in accordance with the UF's make-up policy: <http://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx>.

7. Grades

- Grades are dependent on the student's performance measured by, but not limited to, exams, assignments, in-class activities, and attendance.
- Final grades are based on the accumulation of points the student earns throughout the semester.
- Total points are converted to letter grades using the grading scale located at the beginning of the syllabus.
- The grading scale is strictly enforced and unchangeable.
- The professor will NOT change grades at the end of the semester because the student is unhappy with their academic performance.
- Grades are posted on the Canvas site.

8. DRC Accommodations

- It is important to me that I accommodate students with disabilities.
- If you are aware of your disability or might be concerned you have a disability, register with the Disability Resource Center (DRC) (352-392-8565, <https://www.dso.ufl.edu/drc>) in the Dean of Students Office.
- Once registered, students will receive an accommodation letter.
- Please meet with me to discuss your accommodation letter during the first two weeks of the semester to ensure I fully understand your needs.
- It is my goal to provide you with the tools necessary to ensure you are successful in the classroom.

9. Honor Code: University of Florida students are required to abide by the Honor Code pledge:

- *"We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honesty and integrity."*
- You are expected to exhibit behavior consistent with this commitment to the UF academic community, and on all work submitted for credit at the University of Florida.
- The following pledge is either required or implied: *"On my honor, I have neither given nor received unauthorized aid in doing this assignment."*
- It is assumed all students will complete all work independently in each course unless the instructor provides explicit permission for you to collaborate on course tasks (e.g. assignments, papers, quizzes,

exams, etc.).

- As part of your obligation to uphold the Honor Code, you should report any condition that facilitates academic misconduct to appropriate personnel.
- It is your individual responsibility to know and comply with all university policies and procedures regarding academic integrity and the Student Honor Code:
(<https://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/>).
- You are obligated to report any condition that facilitates academic misconduct to appropriate personnel.
- If you have any questions or concerns, please consult with the instructor.

Violations of the Honor Code at the University of Florida will not be tolerated.

- Violations will be reported to the Dean of Students Office for consideration of disciplinary action.
- For more information regarding the Student Honor Code, refer to <http://www.dso.ufl.edu/SCCR/honorcodes/honorcode.php>.”
- As per the UF’s Students Rights and Responsibilities (www.dso.ufl.edu/STG), any student found cheating, plagiarizing a written assignment, or falsifying a course requirement will receive a failing grade for the course and be referred for University disciplinary action.

10. Course Evaluations

- Students can provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/>.
- Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open.
- Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>.

11. Student Privacy: There are federal laws protecting your privacy with regards to grades earned in courses and on individual assignments. For more information, please see:

<http://registrar.ufl.edu/catalog0910/policies/regulationferpa.html>

12. Campus Resources:

Health and Wellness

- U Matter, We Care: The U Matter, We Care initiative is committed to creating a culture of care by encouraging members of the UF community to look out for one another and to reach out for help. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. If you or a friend needs help, please call 352-1575 or send an email to umatter@ufl.edu. Please remember that asking for help is a sign of strength. In case of emergency, call 911.
- Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc>, and 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.
- Sexual Assault Recovery Services (SARS): Student Health Care Center, 392-1161.
- University Police Department: 392-1111 (or 9-1-1 for emergencies), or <http://www.police.ufl.edu/>.

Academic Resources

- E-learning technical support: 352-392-4357 (select option 2) or e-mail to Learning-support@ufl.edu.
<https://lss.at.ufl.edu/help.shtml>.
- Career Resource Center: Reitz Union, 392-1601. Career assistance and counseling.
<https://www.crc.ufl.edu/>.
- Library Support: <http://cms.uflib.ufl.edu/ask>. Various ways to receive assistance with respect to using the libraries or finding resources.

- Teaching Center: Broward Hall, 392-2010 or 392-6420. General study skills and tutoring. <https://teachingcenter.ufl.edu/>.
- Writing Studio: 302 Tigert Hall, 846-1138. Help brainstorming, formatting, and writing papers. <https://writing.ufl.edu/writing-studio/>.
- Student Complaints Campus: https://www.dso.ufl.edu/documents/UF_Complaints_policy.pdf.
- On-Line Students Complaints: <http://www.distance.ufl.edu/student-complaint-process>.

Weekly Course Schedule of Topics and Assignment Due Dates:

| Wks | Dates | Readings | Assignments |
|------------|---------------|---|--|
| #1 | Tues Aug 20 | Chapter 1. Managing Sports | |
| | Thurs Aug 22 | Chapter 1. Managing Sports | |
| #2 | Tues Aug. 27 | Chapter 2. The Sport Industry Environment: Globalization, Ethics, and Social Responsibility | |
| | Thurs Aug 29 | Chapter 2. The Sport Industry Environment: Globalization, Ethics, and Social Responsibility | Due Time Outs: #1, #3, & #6 Due Review & Discussion: #4 & #11 |
| #3 | Tues Sept 3 | Chapter 3. Creative Problem Solving and Decision Making | |
| | Thurs Sept 5 | Chapter 3. Creative Problem Solving and Decision Making | Due Case Questions: #1, #2, & #3 |
| #4 | Tues Sept 10 | Chapter 4. Strategic and Operational Planning | |
| | Thurs Sept 12 | Chapter 4. Strategic and Operational Planning | Due Time Outs: #1 Due Review & Discussion: #5, #6, #7, #11, & #13 |
| #5 | Tues Sept 17 | Chapter 5. Organizing and Delegating Work | |
| | Thurs Sept 19 | Chapter 5. Organizing and Delegating Work | Due Learning Outcomes: #1 & #6 Due Time Outs: #7 & #12 Due Review and Discussion: #8, #13, #14, & #18 |
| #6 | Tues Sept 24 | Chapter 6. Sport Culture, Innovation, and Diversity | |
| | Thurs Sept 26 | Chapter 6. Sport Culture, Innovation, and Diversity | Due Learning Outcomes: #1, #3, & #5 Due Review & Discussion: #4, #5, #6, #8, #12, #13, #14, & #15 |
| #7 | Tues Oct 1 | Chapter 7. Human Resources Management | |
| | Thurs Oct 3 | Chapter 7. Human Resources Management & Exam I Review | Due Time Outs: #2, #3, & #8 Due Review and Discussion: #4, #5, #6, #7, #11, #13, #14, #16 Due: Case Questions: #1, #2, & #3 |
| #8 | Tues Oct 8 | Chapters 1-7 Exam I | EXAM I |
| | Thurs Oct 10 | Chapter 8. Behavior in Organizations: Power, Politics, Conflict, and Stress | |
| #9 | Tues Oct 15 | Chapter 8. Behavior in Organizations: Power, Politics, Conflict, and Stress | Due Time Outs: #1, #3, #4, #7, #8, #10, #11, & #12 Due Review & Discussion: #5, #13, & #19 |
| | Thurs Oct 17 | Chapter 9. Team Development | |
| #10 | Tues Oct 22 | Chapter 9. Team Development | Due Discussion Questions: #1, #2, #5, #7, #10, #14, #15, #17, #18 & #19 |

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| | Thurs Oct 24 | Chapter 10. Communicating for Results | |
| #11 | Tues Oct 29 | Chapter 10. Communicating for Results | Due Learning Outcomes: #1, #2, #4, #5, & #7 Due Review and Discussion Questions: #1, #2, #3, #9, #16, #17, #18, & #19 |
| | Thurs Oct 31 | Chapter 11. Motivating to Win | |
| #12 | Tues Nov 5 | Chapter 11. Motivating to Win | Due Learning Outcomes: #3, #4, #5, & #6 Due Time Outs: #3 & #4 Due Review and Discussion: #2, #10, #16, #17, & #18 |
| | Thurs Nov 7 | Chapter 12. Leading to Victory | |
| #13 | Tues Nov 12 | Chapter 12. Leading to Victory | Due: Review and Discussion: #1, #2, #3, #5, #8, #9, #10, #13, & #18 |
| | Thurs Nov 14 | Chapter 13. Controlling Quality, Financials, and Productivity, and Managing People | |
| #14 | Tues Nov 19 | Chapter 13. Controlling Quality, Financials, and Productivity, and Managing People | Due Learning Outcomes: #1 - #12 |
| | Thurs Nov 21 | Chapter 14. Facilities and Events Management & Exam II Review | Due Learning Outcomes: #1 - #11 |
| #15 | Tues Nov 26 | No Class - Out of Class Assignment | |
| | Thurs Nov 28 | No Class – Thanksgiving Holiday | |
| #16 | Tues Dec 3 | Chapters 8-14 Exam II | EXAM II |
| | | No Final Exam | |

This course schedule is tentative and could be changed based on the pace of the lectures and student needs. Changes to the syllabus will be announced through Canvas. The instructor bears no responsibility of announcing the changes to each individual student.