



KES 5322-2W1
Strategic Management in Sports
Summer 2022

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Office Hours: N/A
Meeting: On-line via Blackboard
Required Text: Applied Sport Management Skills 3rd Edition with Web Study Guide

COURSE DESCRIPTION

An introduction to the theories, techniques, and principles of leadership in sport management. The goal of the course is for students to learn about leadership and to develop an appreciation for and a skill set in this area to assist them as they position themselves to assume leadership roles in the sports industry.

STRUCTURE OF THE COURSE

Strategic Management in Sports is a fully online course, but it is not a self-paced course. You will be learning exclusively from the online, e-textbook, or textbook. Students are responsible to read and keep up with the assigned chapters, taking associated quizzes, and completing case studies. Students will take a cumulative final exam at the end of the course. The chapter readings, quizzes, and case studies will have specific beginning and ending dates. Each Monday morning at 12:01 am, new units are opened and then closed on Sunday evening at 11:59 pm. Each chapter is the basis for how the course content is delivered from instructor to student. Please be sure to check your email.

Marketable Skills – The following marketable skills are met in this course:

- **Collaboration –**
- **Communication –**
- **Critical Thinking** – students will be asked to critically decipher a multitude of real-world scenarios
- **Career Readiness** – students will develop the skills necessary to thrive in a management role in their chosen profession

STUDENT LEARNING OUTCOMES

The learning activities, assignments, and exams in this course are constructed to assess each student's mastery of the following learning outcomes:

- a) Understand and explain how to sustain a dynamic organizational culture through recruiting and selecting, orienting and training, evaluating and rewarding sport and wellness staff;
- b) Demonstrate skills to maximize interpersonal communication, manage change, maintain positive morale, manage difficult employees, develop a system of rewards, manage stress, create diversity, and develop a collaborative/participative management style;
- c) Understand basic financial statements, financial controls, and auditing procedures;
- d) Develop strategies for securing external program support;
- e) Identify design, construction, and modification best practices for sport/wellness facilities;
- f) Conduct risk management appraisals of sport/wellness facilities; and
- g) Demonstrate effective written, technological, and oral communication competencies.

The above outcomes will be assessed through various activities throughout the semester, including individual and group assignments, case study reflection, and personal presentations. Readings to support the achievement of the above outcomes will be a shared responsibility of the instructor and the students.

SUMMER SEMESTER WORKLOAD

Strategic Management in Sports can be a labor-intensive course in the summer semester. The course is condensed from an 8-week course into a 5-week course. This course may be intense for those of you not used to a summer semester workload. There is a lot of work to do, but if you invest the time, then this course is manageable. You will be successful in this class if you manage your time effectively and do all the work. Just know that I am here to help you and I want you to have a good learning experience.

GRADING POLICIES

Graded Activities	% of Grade/Points Possible	Grading Scale	
Introduction/Biography	50 points (5%)	900 or more	A
Unit Discussion Boards/Case Studies	6 @ 100 = 600 points (50%)	800-899	B
Weekly Chapter Quizzes	6 @ 50 = 300 points (35%)	700-799	C
Final Exam	50 points (5%)	600-699	D
	Total Points = 1000	Less than 599	F

*Letter Grading as per SRSU policy will be used in this course.

Note: Satisfactory progress in the Sports Administration program means a cumulative GPA of 3.0 in all core classes (e.g. everything leading up to the final practicum course). In most cases, this means a 'B' or better in each class is considered satisfactory progress.

COURSE CALENDAR

<u>Week</u>	<u>Textbook Chapters</u>	<u>Assessments</u>
<u>1</u> Wednesday, July 6 at 12:01 am – Sunday, July 10 at 11:59 pm	Introduction/Biography	Write a one-page biography introducing yourself to your classmates. Respond to each classmate's introduction with a minimum of 100 words.
<u>2</u> Monday, July 11 at 12:01 am – Sunday, July 17 at 11:59 pm	Chapter 1. Managing Sports Chapter 2. The Sport Industry Environment	Chapter Quiz Unit 1 Discussion/Case Study
<u>2</u> Monday, July 11 at 12:01 am – Sunday, July 17 at 11:59 pm	Chapter 3. Creative Problem Solving and Decision Making Chapter 4. Strategic and Operational	Chapter Quiz Unit 2 Discussion/Case Study
<u>3</u> Monday, July 18 at 12:01 am – Sunday, July 24 at 11:59 pm	Chapter 5. Organizing and Delegating Work Chapter 6. Sport Culture, Innovation, and Diversity	Chapter Quiz Unit 3 Discussion/Case Study
<u>3</u> Monday, July 18 at 12:01 am – Sunday, July 24 at 11:59 pm	Chapter 8. Behavior in Organizations Chapter 9. Team Development Chapter 10. Communicating for Results	Chapter Quiz Unit 4 Discussion/Case Study
<u>4</u> Monday, July 25 at 12:01 am – Sunday, July 31 at 11:59 pm	Chapter 11. Motivating to Win Chapter 12. Leading to Victory	Chapter Quiz Unit 5 Discussion/Case Study
<u>4</u> Monday, July 25 at 12:01 am – Sunday, July 31 at 11:59 pm	Chapter 13. Controlling Quality, Financials, Productivity and Managing People	Chapter Quiz Unit 6 Discussion/Case Study
<u>5</u> Monday, Aug 1 at 12:01 am – Sunday, Aug 7 at 11:59 pm	Final Exam Week	Final Exam

*****Recommend copy/save all discussions from yourself and others, and all submitted work so you can have this material for your COMP exam at the end of the program.**

ALL COURSE REQUIREMENTS DEADLINE

Due to the time requirement for grading purposes, all course requirements must be submitted/completed by the 'Course Requirements Deadline' of *Sunday of Week 5 at 11:59 pm* to be counted for credit towards the final letter grade in this course. There will be no exceptions to this policy. Late deductions will apply as per above policy.

INTRODUCTION/BIOGRAPHY (50 points)

You are required to submit a statement that you have read and understood the Course Syllabus. This assignment must be completed before you submit any gradable items.

- Introduction (Syllabus Statement) – After reading the syllabus, you will post in the reply box that you have read and understood the course syllabus for Strategic Management in Sports.
- Biography – This discussion forum allows you to introduce yourself through a short biography or personal statement. You should take advantage of this ability to meet and greet your instructor and fellow students. Read and Reply to at least 2 students.

Your biography is worth 30 points and each reply to classmates 10 points, totaling 50 points.

CHAPTER QUIZZES (300 total points):

There are 13 different chapters, distributed into 6 different units. Each unit concludes with a 50-point quiz that focuses on the material from 2 to 3 chapters, so there are a total of 6 quizzes in the course worth 300 total points. There will be 2 quizzes due a week. The 6 quizzes will be taken and submitted online. Chapter quizzes will open at 12:01am each Monday and will close at 11:59 pm the upcoming Sunday. Once they close, they close for the rest of the semester. If you are in the middle of taking a quiz when it closes after the due date, you will receive a zero, so plan accordingly. Also, you only get one attempt for each chapter quiz. Quizzes include multiple-choice questions. Once you start a quiz, you will have unlimited time to complete 25 questions. The questions are automatically scored after you take the quiz and are available after quiz completion. The e-textbook is also a handy tool to use while taking the quizzes online.

Computer Problems During Quiz: Any problem that causes your quiz to close, submit with an error, or shut-off/disappear must be immediately reported to me. Otherwise, your actions can constitute academic dishonesty.

Helpful Tips: Since the Chapter Quizzes are an important part of your final grade, here are some helpful tips.

1. Set a schedule
2. Read the entire chapter, don't skim
3. Take notes and/or highlight
4. Review the notes, re-read if necessary
5. Take the quiz.

CASE STUDIES (600 total points)

At the end of each unit, a case study will be assigned to help explore how what was learned in the readings applies to real-world situations. Each unit will give 2 to 3 case studies with a detailed description of a situation, choose 1 and answer the accompanying case questions. There is no hard rule on how long or short the case studies should be, however, most resources tell you that a case study should be between 500 to 1500 words. Students will need to respond to 2 classmate's case studies by the following Wednesday at 11:59 am. The academic response needs to be a minimum of 150 words. When breaking down the point total for each case study, 70 points is given for answering your case questions and 15 points for each academic response, totaling 100 points. A total of 6 case studies and responses are worth 600 total points, which makes up the majority of your grade. To earn all of the points possible answer all case questions, do good work, submit your response on time, and respond to each case study.

FINAL EXAM (50 total points)

The final exam will be cumulative. The test will consist of 50 multiple choice questions that are worth 50 total points. Once you start the final exam, you will have unlimited time to finish. The e-textbook and any notes that were taken while reading the chapters will be helpful while taking the final exam online.

LATE WORK POLICY

No Late Assignments Will Be Accepted. Also, No Credit Will Be Given For Any Late Assignments

All coursework must be submitted by the provided due dates in Blackboard. Late work will be accepted with no penalty in the case of an emergency situation, but you must contact me as soon as possible and an excused absence must be approved by me. If you have a non-emergency situation and cannot complete an assignment on the due date listed, please contact me as soon as possible. In this case, late work can be accepted with penalties. Late work, if accepted, will be subject to the following deductions: a 5% deduction per day late; up to 50% maximum deduction. However, this is at the discretion of the instructor. Unit reading quizzes and case studies must be completed by the due date for full credit.

Distance Education Statement

Students enrolled in distance education courses have equal access to the university's academic support services, such as Smarthinking, library resources, online databases, and instructional technology support. For more information about accessing these resources, visit the SRSU website. Students should correspond using Sul Ross email accounts and submit online assignments through Blackboard, which requires secure login information to verify students' identities and to protect students' information. The procedures for filing a student complaint are included in the student handbook. Students enrolled in distance education courses at Sul Ross are expected to adhere to all policies pertaining to academic honesty and appropriate student conduct, as described in the student handbook. Students in web-based courses must maintain appropriate equipment and software, according to the needs and requirements of the course, as outlined on the SRSU website.

Accidents & Injuries

In the case of bodily or personal property damage, the Kinesiology Department will not be held responsible. The student must report any field experience-related injury or illness to the Instructor immediately. Any expense incurred due to injury or illness will be the student's responsibility.

Academic Integrity Statement

Students in this class are expected to demonstrate scholarly behavior and academic honesty in the use of intellectual property. A scholar is expected to be punctual, prepared, and focused; meaningful and pertinent participation is appreciated. Examples of academic dishonesty include but are not limited to: Turning in work as original that was used in whole or part for another course and/or professor; turning in another person's work as one's own; copying from professional works or internet sites without citation; collaborating on a course assignment, examination, or quiz when collaboration is forbidden. The Student Handbook can be found at: <https://www.sulross.edu/catalog/undergraduate-academic-regulations-2/#1605412215143-c8b265dc-3e01>
In addition, please note that plagiarism detection software will be used in this class for written assignments.

Academic Civility Statement

Students are expected to interact with professors and peers in a respectful manner that enhances the learning environment. Professors may require a student who deviates from this expectation to leave the face-to-face (or virtual) classroom learning environment for that particular class session (and potentially subsequent class sessions) for a specific amount of time. In addition, the professor might consider the university disciplinary process (for Academic Affairs/Student Life) for egregious or continued disruptive behavior.

Academic Affairs Service Statement

Sul Ross faculty, staff, and students are expected to model responsible citizenship through service activities that promote personal and academic growth while enhancing the university, local, regional, national, and global communities. These activities will foster a culture of academic/public engagement that contributes to the achievement of the university's mission and core values.

Libraries

The Bryan Wildenthal Memorial Library in Alpine.

Offers FREE resources and services to the entire SRSU community. Access and borrow books, articles, and more by visiting the library's website, library.sulross.edu. Off-campus access requires logging in with your LoboID and password. Librarians are a tremendous resource for your coursework and can be reached in person, by email (srsulibrary@sulross.edu), or phone (432-837-8123).

Academic Excellence Statement

Sul Ross holds high expectations for students to assume responsibility for their own individual learning. Students are also expected to achieve academic excellence by:

- Honoring the core values of Sul Ross.
- Upholding high standards of habit and behavior.
- Maintaining excellence through class attendance and punctuality.
- Preparing for active participation in all learning experiences.
- Putting forth their best individual effort.
- Continually improving as independent learners.
- Engaging in extracurricular opportunities that encourage personal and academic growth.
- Reflecting critically upon feedback and applying these lessons to meet future challenges.

ADA Statement

SRSU Disability Services. Sul Ross State University (SRSU) is committed to equal access in compliance with Americans with Disabilities Act of 1973. It is SRSU policy to provide reasonable accommodations to students with documented disabilities. It is the student's responsibility to initiate a request each semester for each class. Students seeking accessibility/accommodations services must contact Rebecca Greathouse Wren, LPC-S, SRSU's Accessibility Services Coordinator at 432-837-8203 (please leave a message and we'll get back to you as soon as we can during working hours), or email rebecca.wren@sulross.edu. Our office is located on the first floor of Ferguson Hall (Suite 112), and our mailing address is P.O. Box C-122, Sul Ross State University, Alpine, Texas, 79832.