



SUL ROSS
KINESIOLOGY DEPARTMENT

KINE 5322-2W1
Strategic Management in Sports
Summer 2026

Dr. Billy Jack Ray

Associate Professor - Kinesiology

Office: Grace-Pierce 101
Phone: 432/837-8444 office
Email: billy.ray@sulross.edu
Office Hours: Tuesday, Wednesday, Thursday 9am - 12pm
By appointment (email to set an appointment)
Meeting: On-line via Blackboard and Connect
Required Text: Applied Sport Management Skills 3rd Edition with Web Study Guide
ISBN: 9781492586852

You will also need to access the SRSU Library to locate and download peer-review, scholarly articles. For assistance you may Ask the Library or contact the Graduate Student Center for help.

Course Description

This course introduces the theories, techniques, and principles of leadership in sport management. Students will learn leadership strategies and develop essential skills to prepare for leadership roles in the sport industry.

Student Expectations

Students are expected to complete the readings before class and actively participate in online discussions.

All handouts and materials provided via Blackboard should be kept for reference.

Marketable Skills Developed

Collaboration

Communication

Critical Thinking: Analyze real-world scenarios.

Career Readiness: Develop skills for management roles in the sport industry.

Student Learning Outcomes

Upon completion of this course, students will:

- a) Understand how to sustain a dynamic organizational culture.
- b) Demonstrate effective interpersonal communication and management techniques.
- c) Understand financial statements and auditing procedures.
- d) Develop strategies for securing program support.
- e) Identify best practices in sport/wellness facility design and management.
- f) Conduct risk management assessments for sport/wellness facilities.
- g) Demonstrate proficiency in written, technological, and oral communication.

GRADING POLICIES/TESTING/ASSIGNMENTS/ATTENDANCE/EXPECTATIONS

| Grade calculation | % of Grade | Grading Scale |
|-------------------------------------|---------------------------|-----------------|
| Introduction/Biography | 50 points (5%) | 900 or more A |
| Unit Discussion Boards/Case Studies | 5 @ 80 = 400 points (40%) | 800-899 B |
| Weekly Chapter Test | 5 @ 80 = 400 points (40%) | 700-799 C |
| Final Exam | 150 points (15%) | 600-699 D |
| | Total Points = 1000 | Less than 599 F |

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

*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.

LATE WORK POLICY

All coursework must be submitted by the provided due dates in Blackboard or Connect. Late work will be subject to the following deductions: Discussions/Responses/Assignments/ Quizzes/Final Projects carry a 5% deduction per day late; up to 30% maximum deduction. LearnSmart readings must be completed by the due date for credit.

COURSE CALENDAR

| <u>Week</u> | <u>Textbook Chapters</u> | <u>Assessments</u> |
|-------------|--|--|
| <u>1</u> | Introduction/Biography Chapter 1. Managing Sports Chapter 2. The Sport Industry Environment | Write a one-page biography introducing yourself to your classmates. Respond to each classmates' introduction with a minimum of 100 words. 06-08-2026 @ noon (Post) 06-10-2026 @ noon (Responses) Unit 1 Discussion/Case Study 06-10-2026 @ noon Chapter Quiz 06-10-2026 @ noon |
| <u>2</u> | Chapter 3. Creative Problem Solving and Decision Making Chapter 4. Strategic and Operational Planning | Unit 2 Discussion/Case Study 06-17-2026 @ noon Chapter Quiz 06-17-2026 @ noon |
| <u>3</u> | Chapter 5. Organizing and Delegating Work Chapter 6. Sport Culture, Innovation, and Diversity Chapter 7. Human Resources Management | Unit 3 Discussion/Case Study 06-24-2026 @ noon Chapter Quiz 06-24-2026 @ noon |
| <u>4</u> | Chapter 8. Behavior in Organizations Chapter 9. Team Development Chapter 10. Communicating for Results | Unit 4 Discussion/Case Study 06-31-2026 @ noon Chapter Quiz 06-31-2026 @ noon |
| <u>5</u> | Chapter 11. Motivating to Win Chapter 12. Leading to Victory Chapter 13. Controlling Quality, Financials, Productivity and Managing People Chapter 14. Facilities and Events Management | Unit 5 Discussion/Case Study 08/07/2026 @ noon Chapter Quiz 08-07-2026 @ noon |
| <u>5.5</u> | Final Exam Week | Final Exam 08-12-2026 @ noon (Wednesday) |

*****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 *Wednesday of Week 8 at 11:59pm* 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.

University Policies

Accidents & Injuries: The Kinesiology Department is not responsible for any injuries during field experiences. Students must report any injuries immediately.

Distance Education: Equal access to academic support and resources is available for all distance education students.

Academic Integrity: All students are expected to adhere to academic honesty and ethical standards in their coursework.

Classroom Climate of Respect: This course fosters an environment of open discussion and respect for differing viewpoints.

Disability Services: Students needing accommodations should contact the Accessibility Services Coordinator, at 432-837-8203.