

San Jose State University
College of Health and Human Sciences (CHaHS)
KIN 152, Fall 2018

Course and Contact Information

Instructor:	Dr. Ted Hayduk
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Location:	
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Office Hours:	Wednesdays 9-11am
Class	T/R; 10:30-11:45 AM
Days/Time:	
Classroom:	SPX 163

Course Description

This course discusses the meaning of sport management in terms of its scope, principles, issues and future trends. In addition, this course examines the job responsibilities and competencies required of sport managers in a variety of sports or sports-related organizations in a hope to have the student become acquainted with the role of sport administrators and managers. Finally, this course provides the student with an overview of the different facets of the industry and presents an overview of career opportunities that are available in the field of sport management.

Course Goals

The objectives of this course are, first, to provide the student with an overview of the structure of the sport industry as well as issues facing sport organizations and how management techniques can be applied to solve business problems. Second, students will be introduced to the various sub-disciplines within sport management. Third, students will become familiar with career opportunities in sport management and will have the opportunity to develop effective written and oral communication skills critical to success in the sport industry.

Course Learning Outcomes

Upon successful completion of this course, students will be able to:

1. Discuss the nature of the sport industry and how it is different from other industrial segments
2. Develop and implement diagnostic reasoning skills
3. Articulate the basic tenants of strategic management, communications, marketing, etc.
4. Actively and convincingly apply those principles to sport and fitness management

Required Texts/Readings

Textbook

P.M. Pedersen and L. Thibault, Contemporary Sport Management, 6th ed. (Champaign, IL: Human Kinetics, 2019).

Other Readings

Additional mandatory readings will be assigned throughout the semester.

Course Requirements and Assignments

“Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of 45 hours over the length of the course (normally three hours per unit per week) for instruction, preparation/studying, or course related activities, including but not limited to internships, labs, and clinical practice. Other course structures will have equivalent workload expectations as described in the syllabus.”

A. Attendance: Your presence is indicative of your professional attitude and is necessary to derive maximal benefit from the course. Work missed on days with unexcused absences may not be made up. The student is responsible for all material missed on days absent. While attendance is mandatory, up to 2 class meetings may be missed without penalty. Additional absences that are unexcused will result in 10% drop in your attendance/participation grade – per instance.

B. Assignments: All assignments are due on time and **no late assignments will be accepted** without prior permission from the instructor. The readings are critical to providing the necessary theoretical and conceptual background for class discussions. As such, students are expected to read the assigned material prior to each class meeting. It is important for each student to attend all class meetings and to actively participate in class discussions and activities.

Homework – 20%

Students will be assigned homework throughout the semester. Each homework assignment is the same:

1. To be turned in each Thursday at the beginning of class time
2. APA format
3. Professional grammar, spelling, organization, flow, etc.
4. Record **three** key takeaways from the past week’s readings and/or lectures that you found most important. For each takeaway, tell me (1) **why** it is important and (2) **how** will you make use of this information throughout your career (100-200 words per takeaway).

Here is an example:

Takeaway: During negotiations, people are overly affected by the first number that enters the negotiation. This takeaway is important because it discusses the importance of anchoring and adjusting theory. This theory states that people's first impression is often the most important and is difficult to overcome. When the salary demanded by a professional baseball player (i.e., the anchor) is unrealistic, teams become scared off or interpret the player as arrogant. I will make use of this information in my career as a sports agent because I plan on entering a lot of these negotiations. Knowing how to properly 'anchor' a salary negotiation will help my client strike a fair deal with his or her employer.

Class Participation – 20%

Contribute your ideas and questions during class time. It is expected that each student contribute DAILY by having discussion questions prepared to share with the class pertaining to the day's topics and prior assigned readings when applicable. I will randomly call on students to open up the conversation.

- *Show up to class.* If you are absent, you lose the opportunity to learn from your classmates, and your classmates will lose whatever contribution you could have made to the class discussion. You will also lose all available points for that period.
- *Pay attention.* After all, you might find the material interesting. Be attentive to what is going on.
- *Do not monopolize the conversation.* While your contributions are valuable, so are those of every other class member. Listen to what others have to say. Do not think you need to voice your opinion on every point of discussion.
- *Listen to the person who has the floor.* That person will often be me, but it will also often be your classmates. Do not carry on your own side conversation with a classmate instead of listening.
- *Quizzes, in-class assignments, etc.* From time to time, I will assign quizzes, short essays, group activities, etc. that are to be completed in class. It is my expectation that students engage in these activities.
 - **Make-up work:** Students that miss in-class assignments or quizzes (excused or unexcused) should email me directly. All make-up assignments are the same: students will complete a 500-word analysis of an academic article of my choosing. I do not allow more than one make-up assignment per student per semester.

Midterm and Final Examination – 30% each

Faculty members are required to have a culminating activity for their courses, which can include a final examination, a final research paper or project, a final creative work or performance, a final portfolio of work, or other appropriate assignment.

The midterm and final exam will be comprised of any combination of multiple choice, true/false, and short answer questions related to the material discussed over the course of the entire

semester. They will be administered during regularly-scheduled class times. The midterm will cover material from the first half of the course, and the final exam will cover material from the second half of the course. Each exam will be accompanied by a Review Day. I will not plan anything for review days—rather, it is your responsibility to come prepared with clarifying questions that you would like answered.

Grading Information (Required)

Grading Schema

90-100 A
80-89.9 B
70-79.9 C
60-69.9 D
<60 F

Letter Grade Points

A = 4.0
B = 3.0
C = 2.0
D = 1.0
F = 0.0

Communication Protocol

- If you need to speak with me about an issue of a personal nature, please send me an email and/or make an appointment to come by during office hours.
- For all other questions about the course, its content, assignment guidelines, etc., please post your question to the course's Canvas page in the Discussion section, where it can be answered by your classmates.
- At the end of the semester, I will award extra credit to the students who are most active (and accurate) answering their classmates' posted questions.
- If nobody knows the answer to a posted question, bring it up at the beginning of our next class, or (in the case of time-sensitive questions), delegate a class member to send me an email requiring clarification. That delegate can then post the answer in the appropriate discussion thread.

University Policies

- University Syllabus Policy S16-9 at <http://www.sjsu.edu/senate/docs/S16-9.pdf>.
- Office of Graduate and Undergraduate Programs' Syllabus Information web page at <http://www.sjsu.edu/gup/syllabusinfo/>
- University Attendance and Participation Policy F15-12 (<http://www.sjsu.edu/senate/docs/F15-12.pdf>)

Classroom and Learning Accommodations:

<http://www.sjsu.edu/aec/services-at-a-glance/academic-accommodation/index.html>

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Date	Week	Agenda	Assignments Due / Notes
21-Aug	1	Syllabus, Introduction	
23-Aug	1	Why Sport Management?	
28-Aug	2	Professionalism in the Sport Industry (Chapter 2)	
30-Aug	2	Professional Communication	HW1
4-Sep	3	Managing Sport (Chapters 1 and 4)	
6-Sep	3		HW2
11-Sep	4	Community, Youth, and school sports (Chapters 6 and 7)	
13-Sep	4		HW3
18-Sep	5	Intercollegiate Athletics (Chapter 8)	
20-Sep	5		HW4
25-Sep	6	Professional Sports (Chapter 9)	
27-Sep	6	Negotiating: Harvard Law Articles	HW5
2-Oct	7	Sports Economics (Chapter 15)	
4-Oct	7	Crompton Article	HW6
9-Oct	8	Sport Finance (Chapter 15)	
11-Oct	8	Video Discussion: https://www.youtube.com/watch?v=WGziwjE-Xws	HW7
16-Oct	9	Review Day	
18-Oct	9	Midterm	
23-Oct	10	No Class	
25-Oct	10	No Class	
30-Oct	11	Sport Marketing (Chapters 10, 12, and 13)	
1-Nov	11		HW8
6-Nov	12	Sport Tourism (Chaper 11)	
8-Nov	12		HW9
13-Nov	13	Sport Communication (Chapter 14)	
15-Nov	13		HW10
20-Nov	14	No Class	
22-Nov	14	Thanksgiving: No Class	
27-Nov	15	Sport Entrepreneurship (Chapter 20)	
29-Nov	15		HW11
4-Dec	16	Review Day	
6-Dec	16	Final Exam	