

San José State University
CASA/Department of Kinesiology
KIN 283, MGMT, Leadership & Communication in Sport
Fall 2017

Contact Information

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|-------------------------|---|
| Instructor: | Dr. Cole Armstrong |
| Office Location: | SPX 114 |
| Telephone: | (408) 924-8932 |
| Email: | cole.armstrong@sjsu.edu (best way to reach me) |
| Office Hours: | T 11:00am – 1:00pm & by appointment |
| Class Days/Time: | M 7:00pm – 9:45pm |
| Classroom: | SPX 153 |

MYSJSU Messaging and Canvas

In order to ensure that you receive all pertinent email communication, you must have a current and accurate email address in the MySJSU system. Please check to make sure your email is updated in MySJSU. Copies of course materials such as the syllabus and major assignment handouts may be found on Canvas. For more information on setting up your account go to <http://www.sjsu.edu/ecampus/students>.

Course Description

The purpose of this course is to provide students with an examination of management, leadership, and communication within the sports industry. Through knowledge dissemination (lectures), class participation (discussions and presentations), and professional inquiry, a variety of information regarding management, leadership, and communication aspects of sport is introduced. Sport and organizational theory will be used to develop practical and scholarly knowledge bases applicable to a wide variety of sport roles.

Kinesiology Department Graduate Degree Program Student Learning Outcomes

Students will be able to:

1. Conduct and critique research using theoretical and applied knowledge.
2. Interpret and apply research findings to a variety of disciplines within Kinesiology.

3. Effectively communicate essential theories, scientific applications, and ethical considerations in Kinesiology.
4. Acquire skills to become agents of change to address issues in Kinesiology through the application of knowledge and research.
http://www.sjsu.edu/kinesiology/learning_outcomes/

Course Goals and Student Learning Outcomes

Upon completion of Kinesiology 283, through well-prepared assignments and presentations, a high level of class participation, and satisfactory completion of examinations, the student will be able to:

- Understand the basics of management, leadership, and communication in the sport industry.
- Explain leadership styles and how chosen leadership model impact the management of sport organizations and the people within them.
- Define and apply strategies for leadership, management, and communication in sport management.
- Evaluate and discuss scholarly literature in the field of sport management.
- Synthesize academic and popular texts and apply learned information to interactions within and outside the sport industry.

Required Texts/Readings

Book

The following book is required for this course.

- Ferris, G. R., Davidson, S. L., & Perrewe, P. L. (2005/2010). *Political skill at work: Impact on work effectiveness*. Mountain View, CA: Davies-Black Publishing
- Lundin, S.C., Paul, H., Christensen, J. (2000) *Fish!: A remarkable/proven way to boost morale and improve results*. New York, NY: Hyperion.

Case Studies in Sport Management

Examples:

CSSM Volume 1, 2012 Case 3: A Budgeting Crisis at Little State University

CSSM Volume 1, 2012 Case 6: Maybe It Is About the Bike: The LIVESTRONG
Community and Lance Armstrong Allegations

CSSM Volume 2, 2013 Case 7: San Marcos Municipal Events Center A Capital
Budgeting Case

CSSM Volume 2, 2013 Case 8: Diamond Dollars Case Competition: The Mike Trout
Dilemma

CSSM Volume 3, 2014 Case 2: Blazing Golf Trails in Wisconsin: Attracting Avid Golf
Travelers to the State

- <http://libaccess.sjlibrary.org/login?url=http://journals.humankinetics.com/cssm>

Definition of a Credit Hour

Success in this course is based on the expectation that students will spend, for each unit of credit, a minimum of forty-five hours over the length of the course (normally 3 hours per unit per week with 1 of the hours used for lecture) for instruction or preparation/studying or course related activities including but not limited to internships, labs, clinical practica. Other course structures will have equivalent workload expectations as described in the syllabus.

As an example, the expectation of work for a 3-credit course is 150-minutes of direct faculty instruction and *six hours of out-of-class student work each week*.

Library Liaison

Suzie Bahmanyar: suzie.bahmanyar@sjsu.edu

(408) 808-2100 Reference Desk
(408) 808-2470 Student Computer Service

Teaching Strategies

The course will be delivered via lecture with PowerPoint slides, guest speaking engagements, book discussions, and online course readings. Class discussions (both in class and via Canvas) linked to relevant topics may be used to enhance lectures.

Assignments and Grading Policy

Course Evaluation

Final Paper (35 points) (PLO 1, 2, 3)

Students will complete a 15 page minimum paper informed by sport marketing/consumer behavior scholarship. The instructor must approve of the topics for the final paper by week 4. Papers must be no more than 20 pages in length, double-spaced, 12-point Times New Roman font, one-inch margins. All writing must be utilizing current APA style guidelines, and utilize a minimum of 15 scholarly references.

Speaker Memos (20 points) (PLO 4)

Following each guest speaker engagement, students will write an informative memo in Google Docs which will be shared with the instructor (Please create one Google Doc containing all the entries). The memo should be written as if explaining the talk given by the guest speaker to a person not in attendance. The speaker memo should also address the main take away points the student had from the guest speaker and how he/she will apply the takeaways to their future career.

Papers must be typed in Times New Roman 12 pt. font, single-spaced, one-inch margins, and one-two pages in length. Memos must be updated by 11:00pm on the Sunday following the speaker. Late submissions will *not* be accepted.

Case Study (15 points) (PLO 1, 2, 3)

The objective of the assignment is to evaluate a hypothetical case study and provide a written response to the questions posed. Students will work in groups of two and will be required to confirm the case study with the instructor prior to completion of the task. Each group will be required to provide a 5 page (maximum) write up (15 points) of the case study, as well as provide a 20 minute “talk” on the case study to the class (10 points).

Discussion Lead (2 x 10 points) (PLO 1, 2, 3)

Twice during the semester, students will work in groups of two (2) and will be required to lead the discussion on an assigned course week. This presentation will serve as a supplement to the daily lecture and will form the basis from which the week’s class discussion will be drawn. Each group will be responsible for no less than one hour of class time and will base the discussion on readings assigned and/or textbook chapters. Each group will be evaluated on the thoroughness of their presentation, the quality of the material presented, and their ability to engage the students with questions/materials/audio visuals, etc.

Discussion Questions (10 points) (PLO 1, 2, 3)

Prior to the start of class (by 4:00pm on the day of class) students will provide three discussion questions relevant to the weekly readings in the Discussion Questions forum available in the 'Discussions' portion of Canvas. Students are expected to review the questions posted in the discussion forum so to not duplicate the questions posed by their classmates. These questions can be specific to the readings, or students may synthesize the material and pose questions relating to their current work/scholarly endeavors.

Grading

| | | |
|---------------|--------------|---------------|
| A+ = 100-97% | A = 96.9-93% | A- = 92.9-90% |
| B+ = 89.9-87% | B = 86.9-83% | B- = 82.9-80% |
| C+ = 79.9-77% | C = 76.9-73% | C- = 72.9-70% |
| D+ = 69.9-67% | D = 66.9-63% | D- = 62.9-60% |
| F = 59.9-0% | | |

University Policies

Per University Policy S16-9, university-wide policy information relevant to all courses, such as academic integrity, accommodations, etc. will be available on Office of Graduate and Undergraduate Programs’ [Syllabus Information web page](http://www.sjsu.edu/gup/syllabusinfo/) at <http://www.sjsu.edu/gup/syllabusinfo/>

Syllabus subject to change with advanced notice from the instructor via canvas

KIN 283 Course Schedule, Fall 2017

This is a tentative schedule and as such is subject to change with fair notice. Advance notice for any changes will be provided by the professor.

Tentative Course Schedule

| Wk | Date | Topic | Reading | Assignment/Notes |
|----|-------|-------------------------------|--------------------------------------|--|
| 1 | 8/28 | Introductions/Course Overview | | |
| 2 | 9/4 | Labor Day | | Labor Day |
| 3 | 9/11 | Management 1 | BS - 1, ASM - 3, 4 | |
| 4 | 9/18 | M2 | ASM - 5 | Guest: Richard Rocha |
| 5 | 9/25 | M3 | ASM - 8, AIA - 3 | |
| 6 | 10/2 | FP Consultation | | FP Consultation |
| 7 | 10/9 | M4 | <i>Book: Go Fish!</i> | Guest: John Poch |
| 8 | 10/16 | Leadership 1 | CLSM - 1,2 | Guest: Nate Racela & Krista Cullen |
| 9 | 10/23 | L2 | CLSM - 3,4 | Guest: Frank Batres-Landaeta & Sean Smallwood |
| 10 | 10/30 | L3 | (Kellet, 1999; (Weese, 2012) | |
| 11 | 11/6 | L4 | <i>Book: TBD</i> | Guest: Dean Munro |
| 12 | 11/13 | L5 | <i>Book: TBD</i> | |
| 13 | 11/20 | Communication 1 | (Weick, 2007) | Guest: Charlie Faas |
| 14 | 11/27 | C2 | DSO - 1, 2 | |
| 15 | 12/4 | C3 | <i>Book: Political Skill at Work</i> | Last Day to Present Case Study |
| 16 | 12/11 | FP Discussion | | Final Paper Due |
| | TBD | Final Exam | | |