

Coker University
BA 371 Sport Management
Spring 2022 - Online
Professor: Tracy Ljone Whitted, Ph.D.

Course Description

An introduction to the scope of the sport enterprise including why business is involved in sport and an overall evaluation of sport management as a profession. Overview of managerial theories and applications including responsibilities and practices associated with broad perspectives of sport enterprise. Prerequisites: BA 340.

Instructor Information

Tracy Ljone Whitted, Ph.D.

twwhitted@coker.edu

(505)730-7377

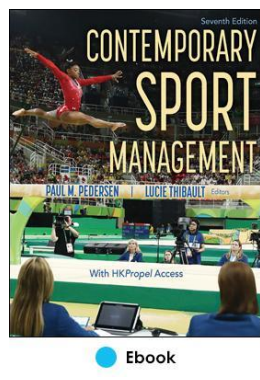
Office Hours: MW 10am-12pm by appointment. Please contact me to schedule a specific time.

Course Learning Outcomes

1. Describe management concepts and practice in sport organizations.
2. Apply management concepts to various level of sport.
3. Employ sport management skills in a variety of areas including sport marketing, finance, sales, public relations, facilities, and legal aspects.

Required Texts

Pedersen, P., Thibault, L. (2022). Contemporary sport management (7th ed). Champaign, IL: Human Kinetics.



Course Expectations

- Students are expected to visit the course room a minimum of three times per week.
- Students are responsible for meeting all deadlines. NO late work will be accepted.
- Students will check announcements regularly (minimum of three times per week).
- All assignments and postings should be performed in a professional, respectful, and academic manner.

- Students are responsible for communicating with the professor regarding any extenuating circumstances prior to course deadlines.

Course Methodology

Class Discussions

Online discussions will be part of your class participation. These forums take the place of face-to-face discussions and require that you are active multiple times throughout the week. All discussions will be based on research and not opinion. Initial posts due by Friday, responses to classmates due by the following Monday. Please see below for discussion grading guidelines.

Chapter Quizzes

Chapter quizzes will be general comprehension assessments of the text and concepts. These quizzes are comprised of multiple choice, True/False, and short answer questions. They are open book. There will be a time limit for each.

Case Studies

There will be four case studies. Case studies will apply management concepts to various sport organizations and situations. These case studies will require outside reading and research. More details can be found in Blackboard.

Signature Assignment

The course will culminate with your final sport management project. Outside reading and research will be required. More details can be found in Blackboard.

Course Evaluation

Methodology	Points Per	Number	Total	Percentage of Total
Discussions	25 points each	X 3	75 Points	18.75%
Quizzes	25 points each	X 3	75 Points	18.75%
Case Studies	50 points each	X 3	150 Points	37.5%
Signature Assignment	100 Points		100 Points	25%
Total			400 Points	100%

Grading Scale Based on 100 Points Total

A=360-400

B=320-359

C=280-319

D=240-279

F=0-239

Course Calendar

Week	Chapter	Assignments Due	Due Dates
1 Jan 18-24	1, 2	Discussion #1	Initial Post - Friday Responses - Monday
2 Jan 25-31	3, 4	Case Study #1	
3 Feb 1-7	5, 6	Quiz Chapters 1-6	
4 Feb 8-14	7		
5 Feb 15-21	8,9	Discussion #2	Initial Post - Friday Responses - Monday
6 Feb 22-28	10, 11	Case Study #2	Monday
7 Mar 1-7	12, 13	Quiz Chapters 7-13	
8 Mar 8-14			
9 Mar 15-21		SPRING BREAK	
10 Mar 22-28	14, 15	Discussion #3	Initial Post - Friday Responses - Monday
11 Mar 29-Apr 4	16, 17	Case Study #3	Monday
12 Apr 5-11	18		
13 Apr 12-18	19, 20	Quiz Chapters 14-20	Monday
14 Apr 19-25			
15 Apr 26-May 2		Signature Assignment	Monday

Discussions Forums

Discussions are a vital part of any online class and require active involvement from all students. These forums take the place of face-to-face dialogue. While I would like to see lively discussions and healthy debates, please keep your posts and responses professional and courteous to your fellow students. Personal attacks will not be accepted and any students writing them will be removed from the course.

A minimum of FIVE posts are required for the week.

Initial posts are due on Friday, all responses to classmates are due on the following Monday. Please do not expect full credit if posts are all made in the last hour. This does not allow for correspondence from classmates.

You will receive a ZERO for the entire discussion if your initial post is not posted by Thursday.

All initial discussion postings should be formal short essays reflecting articulate thoughts and critical thinking theory. They should be 'substantive' in nature. Personal opinions are acceptable to discussion questions; however, they must be supported with sources.

You must provide at least one reference for each initial post when requested.

All **responses** to classmates, posts do not have to be long, however they must convey that you read their post and address specific material in there post. You will not get credit for simply saying 'Good post, I agree with you'.

(5 points) - Clearly spent time with the material; provided additional thoughts/comments relative to sport management; brought additional dimension(s) to the discussion beyond what the questions asked; additional research and references/citations are provided (if appropriate for the discussion question); demonstrates a desire to learn and enjoys intellectual exchange. Frequent visitation (both reading and responding) to the overall discussion occurs throughout the entire time frame.

(4 points) - Appears to have read the material and contributed thoughtful insights to the questions asked; demonstrated a positive interaction with peers; demonstrated an interest in expanding the current knowledge base; additional research and references/citations are provided (if appropriate). Frequent visitation (both reading and responding) to the overall discussion occurs throughout the entire time frame.

(3 points) – Appears to have read the material and answered the questions posed; provides the minimal required posts; responds to classmates. Does not bring any additional dimension(s) to the discussion. Visits the discussion occasionally throughout the time frame.

(2-1 points) - An adequate response to the specific questions posed in the discussion summary; demonstrates evidence that the material was read; entered the discussion but did not contribute personal insight or enhance the exchange between classmates.

Infrequent visitation (reading and/or responding) occurs during the discussion's time frame. Example – only contributes to the discussion on the last two days.

Technology Requirements

- Internet Access
- Coker Blackboard
- Microsoft Word
- PowerPoint
- Presentation Software (PPT, Google Slides, or Prezi, etc.)

Required Computer Skills

- Microsoft Word
- PowerPoint

Required Literacy Skills

- APA format
- College level writing and research skills
- Citation of resources

Instructors' Notes

- The instructor will be monitoring all course room activities.
- All assignments and discussion postings should be written in a professional and academic manner.
- Please check **ANNOUNCEMENTS** regularly. These announcements are my primary means of communication with you.
- Feel free to contact me with any questions or concerns. I am here to help you. I typically respond to emails, phone calls and texts within 24 hours. If it is a weekend, please call or text as I am not on my computer regularly during the weekends. Please keep all communication professional.
- I reserve the right to modify this syllabus. This does not typically happen, however if it does, I will communicate all changes with you.

Coker University Student Covenant

Coker University is a community dedicated to scholarship and community engagement. Those who join our circle of learning commit to a lifelong journey of intellectual and personal growth and service to others. Inspired by the six pillars of Davidson Hall, I agree to uphold the following tenets of the Coker University Student Covenant. I will:

- Conduct myself with integrity & be responsible for my actions and their consequences.
- Respect the rights, property, culture, and beliefs of others.
- Engage myself as an honorable scholar inside & outside the classroom.
- Hold myself & others accountable for the sustainability of our environment.
- Offer knowledge and creativity to serve my community
- Contribute to the wider world through a continued pursuit of knowledge.

As Davidson Hall serves as the center landmark of our campus, so shall these six tenets serve as the foundation for my actions and decisions as a member of this community. By pledging to these tenets, I obligate myself to honor the principles that define Coker University.

Coker University Academic Policies

[Academic Catalogs - Coker University](#)

ACADEMIC RESPONSIBILITY

Academic honesty is fundamental to a college. All members of the academic community must be confident that each person's work has been honorably performed, acquired, and presented. Any effort to gain an advantage not given to all students is dishonest whether the effort was successful or not. Coker College and this course instructor regard academic dishonesty as an extremely serious matter, with serious consequences that range from probation to expulsion. When in doubt about plagiarism, paraphrasing, quoting, or collaboration, consult the course instructor.

Per the Coker University 2020-2021 Student Handbook:

Intellectual honesty and integrity are the cornerstones of Coker University's educational mission. Student academic work is expected to represent unquestionably the student's own thoughts and words. Students must thoroughly and appropriately acknowledge sources for words or ideas that have been generated by others. It is each student's responsibility to be familiar with appropriate citation techniques and to acknowledge the intellectual and creative contributions of others in all academic work done at the University.

Academic dishonesty includes cheating, plagiarism, or failing to appropriately cite sources. Any form of academic dishonesty is wholly incompatible with the Coker University Student Covenant, the Mission of the University, and generally understood standards of ethical academic behavior. Academic dishonesty is among the most serious of violations that might be committed at the University; for that reason, penalties for academic dishonesty may include:

- penalties assessed to the assignment, or
- penalties assessed to the course grade, or

- suspension or expulsion from the University

In cases of academic dishonesty, the instructor may elect to take direct action or refer the matter to the Office of the Provost to arrange review by an academic hearing panel composed of members serving on the Student Development Committee of the Faculty Senate. Should an instructor choose to take direct action, he/she should inform both the student and the Office of the Provost. The Office of the Provost maintains a record of all reported academic dishonesty cases and multiple offenses may result in additional penalties. A student who believes a penalty has been unduly or unfairly assessed may appeal by way of the grade appeal process articulated in this section.

Any instance of academic dishonesty will result in a 0 for the assignment and the incident will be reported to the Office of the Provost and placed on academic probation.