

Course Syllabus
ADM 205
Online

Instructor Name: Vicky Gentile

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Office Location: 110A Taylor Center

Office Hours: Mondays and Wednesdays 9:30 am- 10:30 am

Class Meeting Days and Times: Online March 2nd, 2020- April 24th, 2020

Course Description: This course is designed to introduce students to the world of sports administration. The course will look at career options and managerial content. This course will address essential topics in the field of sport administration, sport management, sport marketing, amateur and professional sport industry, sport industry support segments, and career preparation.

Required Textbook: Pedersen, P.M., & Thibault, L. (Eds.). (2019). *Contemporary sport management* (6th ed.). Champaign, IL: Human Kinetics.

Other Requirements: college email account with access to Wesleyan's Learning Management System. Check daily for assignments or important course information.

Student Learning Objectives: Upon successful completion of this course, students will:

- Define sport management and discuss the nature and scope of opportunities in the sport industry.
 - Explain the importance of a professional perspective.
 - Exhibit critical professional skills and attitudes.
 - Critically evaluate major challenges in various segments of the industry.
 - Explain the relevance of ethical, legal, and sociological concepts to the management of sport.
 - Demonstrate an understanding of theories of management, leadership, and organizational behavior and how these theories are applied in sport enterprises.
 - Demonstrate an appreciation of diversity through the use of unbiased language and an inclusive approach to sport communication.
 - Identify research questions in sport management and demonstrate the ability to analyze and interpret published research.
 - Become members of the profession who will have a positive influence on how sport is managed in the future.
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Attendance

Attendance for online courses is carefully monitored by both NC Wesleyan faculty and Administration. Due to federal, state and accreditation regulations, instructors at NC Wesleyan are required to take attendance on a weekly basis and record their attendance through their course in my.ncwc.edu. At NC Wesleyan, there are specific guidelines regarding how attendance should be taken for the first week in an online course. The primary purpose of this procedure is to determine if any students are "no-shows" so that administration can be notified and respond accordingly. Failure to complete this discussion forum assignment by the deadline (**Wednesday, March 4th, 2020 by 11:55 EST**) will result in you being automatically withdrawn from the course. The instructions for completing this first week attendance-related discussion forum is available on the course website. For the remaining 7 weeks of the course (e.g. Monday, 3/9 to Friday, 3/13), attendance will be based on submission of *at least one* graded course assignment each week (either a homework or quiz/exam).

Late Assignment Policy:

No late assignments will be accepted without extreme circumstances. Extreme circumstances include major illness requiring hospital admission or death in the immediate family. Late registration, computer crashes, Internet connection failures, work commitments, and family vacations do not constitute emergencies and extensions **WILL NOT** be granted in these instances. In addition, assignments not submitted because the student did not check the course site, their email, or the announcements for ADM 205 in www.MY.NCWC.EDU will not be accepted! It is the student's responsibility to check these. ***ALL ASSIGNMENTS MUST BE COMPLETED BY THE DUE DATE.***

Accommodation for Students with Disabilities:

North Carolina Wesleyan College seeks to fully comply with the Americans with Disabilities Act (ADA). Students requesting accommodations based on a covered disability must go to the Coordinator of Disability Services located in the Student Success Center, PCB 192A to verify the disability before any accommodations can occur. The telephone number is 252-985-5216.

Inclement Weather:

In the event of a weather or other emergency, information about the status of classes at NCWC will be posted on the NCWC home page (www.ncwc.edu) and distributed to major TV and radio stations in the area.

Requirement	Point Value
Introduction Forum for Attendance	10 points
Weekly Forums with 1 (minimum) response to a classmate	100 points
Tests (4 X 50 pts)	200 points
Homework Activities (2 per unit)	80 points
Summary Post Class Paper	10 Points

Grade Determination:

A	93 to 100%	A-	90 to 92%	B+	87 to 89%
B	83 to 86%	B-	80 to 82%	C+	77 to 79%
C	73 to 76%	C-	70 to 72%	D+	67 to 69%
D	60 to 66 %	F	59% and below		

Statement on Academic Honesty:

The College policy on plagiarism and cheating will be followed. The definitions can be found in the 2019-2020 NCWC Catalog and is as follows:

“The College and faculty guarantee the integrity of the academic process. Since cheating and plagiarism are threats to this integrity, all members of the College community must work together to prevent their occurrence. The instructor in any course assumes the responsibility for fair evaluation of academic progress, and is obligated to explain at the beginning of each course how the College’s policy on cheating and plagiarism applies to that particular course. Students are expected to perform honestly and to work in every way possible to eliminate cheating by any member of a class. It is plagiarism when one uses direct quotations without proper credit and appropriate quotation marks, and when one uses the ideas of another without proper credit. The penalty for academic dishonesty is severe.

TENTATIVE SCHEDULE

Class Session	Topic/Textbook Pages	Assignments Due/Tests
	Introduction Forum Post	Due Wednesday 3/4/2020 @ 11:55pm
	Chapters 1-5	Test Due Date: 3/15/2020 @ 11:55pm Weekly Forum - initial post due by Wednesday- (1) Response to a classmate due by Sunday @ 11:55pm Homework Activity - TBA
	Chapters 6-11	Test Due Date: 3/29/2020@ 11:55pm Weekly Forum - initial post due by Wednesday- (1) Response to classmate due by Sunday @ 11:55pm Homework Activity - TBA
	Chapters 12-16	Test Due Date: 4/12/2020 @ 11:55pm Weekly Forum - initial post due by Wednesday- (1) Response to classmate due by Sunday @

		11:55pm Homework Activity - TBA
	Chapters 17-21 Final Exam	Test Due Date: 4/22/2020 @ 11:55pm Weekly Forum - initial post due by Wednesday- (1) Response to classmate due by Sunday @ 11:55pm Post Class Summary Paper - Write a 1 page paper summarizing the class and what you will take away from this course. (Due 4/22/2020)

Due Dates for Assignments and Tests:

***Unless otherwise specified:**

- Access to each week begins on **Monday at 12:01 am (ET)**.
- All assignments and tests are to be submitted on or before **Sunday at the end of the specified week that they are due, 11:55 pm unless otherwise noted.**

Discussion Requirements (Collaboration-Forums): In the "Discussion" areas of the course, you, as a student, can interact with your instructor and classmates to explore questions and comments related to the content of this course. Discussions will always close **Sunday, 11:55 P.M. Eastern Time (ET)**.

- **Weekly posting must begin on or before Wednesday. You must respond to the original discussion topic, as well as respond and interact with one other classmate.**

Course Content

A. Introduction to Sport Management- Unit 1- (3/2-3/15)

1. Managing Sport
2. Developing a Professional Perspective
3. Historical Aspects of the Sport Business Industry
4. Management Concepts and Practice in Sport Organizations
5. Managing and Leading in Sport Organizations

B. Selected Sport Management Sites- Unit 2- (3/16-3/29)

1. Community and Youth Sport
2. Interscholastic Athletics
3. Intercollegiate Athletics
4. Professional Sport
5. Sport Management and Marketing Agencies
6. Sport Tourism

C. Selected Sport Management Functions- Unit 3- (3/30-4/12)

1. Sport Marketing
 2. Sport Consumer Behavior
 3. Communication in the Sport Industry
 4. Finance and Economics in the Sport Industry
 5. Sport Facility and Event Management
- D. Current Challenges in Sport Management- Unit 4- (4/13-4/24)**
1. Legal Considerations in Sport Management
 2. Sociological Aspects of Sport Management
 3. A North American Perspective on International Sport
 4. Analytics in the Sport Industry
 5. Sport Management Research