



# CINCINNATI CHRISTIAN UNIVERSITY

## SMGT 210 01

### Principals of Sport Management

#### School of Business – Cincinnati Christian University

**Instructor:** Dr. Patty Raube Keller (patricia.keller@ccuniversity.edu)

**Meeting Times:** Mondays 7-9:40pm

**Meeting Location:** Main Campus, Worship/Ministry Building, 147

**Office Hours:** By appointment

#### Course Description:

A study of the expanding field of sports and recreation with a wide-ranging examination of the basic structures found within the sport industry. Students will examine applications of managerial theories, and the ways in which sport organizations interact with each other and with other organizations in society.

CCU is committed to providing a Christ-centered, liberal arts education taught with a Christian worldview in students' chosen field of study. This course meets the CCU mission statement by providing students with education in sound, Christian values in managerial practices and human resource management in the field of sports.

#### Course Learning Outcomes:

After completing this course the student will be able to:

- **Describe a sport manager's responsibilities.**
- **Define the five management skills.**
- **Define the four management functions.**
- **Explain the interpersonal, informational, and decisional roles of management.**
- **Discuss the four levels of social responsibility in business.**

**Course Book:** Lussier, R.N. and D.C. Kimball, *Applied Sport Management Skills, Third Edition*, Human Kinetics, 2020.

*Moneyball Movie:* Two DVD's are held at the library on hold for use. The movie will be shown in class however if you miss it and need access to the film you can use the video for up to 3 days at the library. The movie can also be purchased/rented on Amazon.

#### Student Assignments and Grade Breakdown

Students in this course will be evaluated by the standard university grading scale. Refer to the university catalog for further information. **No late work will be accepted for any assignment.** The criteria for determining that grade will be as follows:

##### **1. Attendance:**

Attendance is taken and students are given a test grade. There are 14 days of class with 100 points available to earn.

##### **2. Weekly quizzes on the readings:**

Each week the student will need to read a chapter in the textbook and complete the corresponding homework quiz found in CANVAS. Each weekly assignment is worth *40 points x 14 = 5600 points*

**2. In class case study and class assignments:**

Every week there will be a small in class assignment that students will complete in groups that is worth 10 points.

**3. Moneyball Movie Quiz: 25 points**

Students will watch the movie Moneyball in class and complete the quiz that follows the movie.

**4. Guest Lecture Reflections: 15 points for guest lecture reflections. Two are schedule thus far.**

**5. Group Project: Competitive Analysis of an Organization = 200 points**

**(refer to Chapters 4 -6 in your textbook for assistance and page 88 and 89 for a model analysis of Nike & the project guide found in CANVAS)**

- *Must use Power Point to Present in class on December 2<sup>nd</sup>*
- *Dr. Keller will place you in your group*
- *Sport Organization Selection Due 9/16 on Group Form*
- *Prioritized To-Do list due on 10/14 – must be submitted via CANVAS by all members of the group*
- *Students must attend both dates. 25 points will be deducted from your presentation if you miss the night that you do not go unless you have a CCU official excuse.*
- *Please look ahead of your schedule if you know you are going to miss the presentation date please let Dr. Keller know ASAP.*
- *All members of the group must present the day of the presentation. Utilize the notes section of the PowerPoint. Slides should be clear and not have much typing on them.*
- *All members of the group must upload the FINAL PowerPoint into blackboard on their presentation date.*

**Grading Rubric**

Sport Organization Selection Due 9/16 on Group Form	10 points
Prioritized To-Do list due on 10/14	25 points
Final Project	115 points
<ul style="list-style-type: none"> <li>• Participation</li> <li>• Professionalism (dress, how you act)</li> <li>• All topics/questions are addressed in presentation</li> <li>• Presentation of slides in logical order</li> </ul>	
Group Members Peer Review	50 points
<b>Total Points</b>	<b>200 Points</b>

**Course Schedule**

Date	Ch/ Topic	Classwork	Assignment Due @ 6:30pm
8/19	Welcome to class! Ch 1: Managing Sports	Sport Mgt Prof@ Work: Joe Ellis	
8/26	CH 2: The Sport Industry Environment	Sport Mgt Prof@ Work: Noah Volain Assign Groups for Final Project Self-Assessment 2.1 Sport Ethics	Chapter 1 Quiz & Special Teams: Web Case Study
9/2	NO CLASS – LABOR DAY		

9/9	CH 3: Creative Problem Solving & Decision Making	Self-Assessment: 3.1 Sport Mgt Prof@ Work: Chris Atwood	Ch 2 Quiz & Ethics & the Olympics: Web Study Guide
9/16	Ch 4: Strategic & Operational Planning Guest Speaker: Ty Grady	Self-Assessment 4.1, 2 Sport Mgt Prof@ Work: Michael Cometa	CH 3 Quiz & Draft Day Decision Making: Web Case Study Groups submit their Sport Organization to Professor Keller
9/23	Ch 5: Organizing and Delegating Work	Sport Mgt Prof@ Work: Nash Birch	Ch 4 Quiz & Strategic Planning of the NHL: Web Case Study Guest Speaker Reflection Due
9/30	Ch 6: Sport Culture, Innovation & Diversity Class idea*** change up the classroom to see how the student react	Self-Assessment 6.1 Sport Mgt Prof@ Work: Jacob Ray	CH 5 Quiz & Rebuilding Championship Teams: Web Case Study
10/7	Watch Moneyball	Moneyball Movie Quiz	Ch 6 Quiz & Big-Time AD's Web Case Study
10/14	Ch 7 Human Resource Mgt.	Self-Assessment 7.1 Sport Mgt Prof@ Work: KC Smurthwaite	Prioritized To-Do list of Sport Org Analysis
10/21	Ch 8: Behavior in Organizations	Self-Assessment 8.1,3, 4 Coach Wooden's Pyramid of Success Sport Mgt Prof@ Work: Nate Weissman	Ch 7 Quiz & Coach Jekyll & Coach Hyde: Web Case Study Guest Speaker Reflection Due
10/28	Ch 9: Team Development Ch 10: Communicating for Results	Bring in Hula Hoops Self-Assessment 9.1 Sport Mgt Prof@ Work: David McDaniel Communication game Self-Assessment 10.1 Press Release	Ch 8 Quiz & A Tale of Two AD's: Web Case Study
11/4	Ch 11: Motivating to Win	Maslow Needs Theory Chart Self-Assessment: 11.1,2	Ch 9 Quiz & DraftKings, FanDuel, and Legalized Gambling: Web Case Study Ch 10 Quiz & Case Study: Sport Mgt Prof@ Work: Spencer Kimball
11/11	Ch 12: Leading to Victory	Self-Assessment: 12.1, 2	Ch 11 Quiz

11/18	Ch 13: Controlling Quality. Financial, & Productivity & Managing People Ch 14: Facilities & Events Mgt	Self-Assessment: 13.1 Sport Mgt Prof@ Work: Anika Goodhue Self-Assessment: 14.1, 2	Ch 12 Quiz
11/25	NO CLASS – Thanksgiving Break		CH 13 Quiz & Lean & Mean Manufacturing @ Nike: Web Case Study
12/2	Group Presentations		Ch 14 Quiz
12/9	ONLINE FINAL: Ch 1-14		Complete Instructor Evaluation

### **Attendance and Academic Integrity**

The attendance policy for this course is consistent with CCU's requirements for a 3 credit hour class. Since this class meets one time per week, you will receive a grade of FA (failure due to absence) if you are absent for more than two class periods. Likewise, policies regarding academic integrity and the procedures for addressing integrity issues like plagiarism or cheating on an exam in this course reflect the policies and procedures as they are written in the CCU student handbook. If you have an official University event the advisor of the program or coach of the sport must email me with your excuse to miss the class.

### **Disabilities and Special Accommodations**

Students who require academic accommodations due to any documented physical, psychological, or learning disability should request assistance from the Student Services Department within the first two weeks of class. The Student Services Department is located on the upper level of the Presidents Hall. You may also contact the office by phone (513.244.8140).