

## INTRODUCTION TO SPORT MANAGEMENT

EDH 220 3 credit hours

Prerequisites LDE 201

**INSTRUCTOR NAME:** Dr. Nancy Lough

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**CLASS LOCATION:** TBD

### **Course Introduction**

Students will explore historical developments, contemporary issues, industry trends, and best practices pertinent to the leadership and management of sport. Students will examine how sports enterprises are led and managed, and the impacts that such enterprises have on the economic and social fabric of communities. The course is also designed to provide sufficient background for educated consumption of sports related research and pursuit of further study.

### **Knowledge:**

### **Learning Objectives**

- A. **Develop an understanding of the importance of sport and the sport industry.**  
The sport industry has recently become an important focal point in Las Vegas and among regions with close ties to southern Nevada. Investment in sports is in an increasing number of cases a critical piece in the development of carefully orchestrated and highly integrated community development. The new business of sports is marked by the movement of consumer goods manufacturers into event promotion, staggeringly high franchise values, and newly imagined partnerships between firms that produce programming and those that deliver it. Sports have indeed become a big money, big business arena. Yet, sports are not only about big business opportunities. Sports also embody and reflect many of the larger issues of society including race, ethnicity, gender, ethics, governance and policy, such as the use of performance enhancing drugs.
  
- B. **Establish an awareness of the need for sport specific knowledge.**  
Because sports are an important part of American society and American culture, numerous interested parties and constituencies are in need of an objective resource that studies current issues and disseminates industry specific knowledge. Professional franchise owners, corporations, consultants, university administrators, athletic departments, and college students are but a few examples. As sports-related business opportunities grow in number and complexity, the skills required to effectively address them also grow.
  
- C. **Explore career development and opportunities in sport.**

Due to the highly competitive job market in the sport industry, this one-of-a-kind class offers exclusive opportunities for networking with industry practitioners, touring professional sport teams' facilities, hearing industry guest speakers, and development of a personalized career plan to provide you with a competitive advantage over other graduates.

## **PERFORMANCE SKILLS**

### **Learning Objectives:**

At the completion of this course, you will be able to:

- Correlate sport organizational goals and objectives with strategies and objectives related to effective leadership and management in a sport organization.
- Analyze and interpret sport specific case studies for application of key concepts.
- Develop a career development plan including professional references and relevant experiences.
- Describe how sport leaders and managers can successfully incorporate strategic communication to achieve objectives related to successful management.
- Describe each of the core areas of a sport organization including finance, legal, marketing, event management, diversity and inclusion, sales, branding and sport analytics.

## **DISPOSITION**

At the completion of this course, the student will be able to:

- Analyze ethical concerns relevant to sport leadership and management.
- Analyze legal concerns relevant to sport leadership and management.
- Demonstrate professional ethics and behavior toward colleagues and constituents.
- Demonstrate enhanced decision making guided by beliefs and attitudes related to values such as caring, fairness, honesty, responsibility and social justice.

## **REQUIRED TEXTBOOK(S), ETC.**

Contemporary Sports Management: 6th Edition (2018) Edited by Pedersen & Thibault.

Course readings available through UNLV library and class web-campus site.

## **ASSIGNMENTS**

### **1. Exams:**

A midterm will be given, including material from lectures, assigned readings and class discussions/presentations. The exam will be worth 100 points. The final exam points will be accrued over the course of the semester via web-campus discussion questions. Students will be responsible for responding to Discussion Questions (DQs) each week with points allocated based

upon the chapter material read. The accumulation of points from the DQs will serve as the final exam score.

## 2. Curriculum Modules:

Complete readings and analyze each module to develop a broad based understanding of the sport industry. A quiz will be given over each module encompassing a summary and critique of the strengths, weaknesses, opportunities and threats faced by this segment of the sport industry. (20 pts / module)

### Case Study Assignments (4):

Research a specific case as provided on web-campus following the guidelines provided. Develop through research and collaboration with a team of class colleagues an analysis of the case along with an evaluation tool. Individual analysis worth 15 of 25 points.

- a. Working as a small team, analyze the case (guidelines provided) and develop a written solution to each case dealing with the **application of the appropriate concepts** as discussed in class.
- b. Present your case analysis to class, depicting concepts and theories from course content that relate to the case study (10 of 25 points). (4 @ 25 pts = 100)

## 3. Career Development Plan:

Prepare an **original** career development plan leading to an aspirational position working for a sport event or organization **with instructor's approval**. The sport organization may be a college athletic program, a sport organization, a sport event, a sport related business. Every aspect of your plan must be realistic. You must research thoroughly and present data where applicable throughout. Guidelines will be provided that indicate due dates for key components of the plan.

### Course Grade Summary

Overall Course grades will be based on the following point distribution:

<b>CURRICULUM MODULES:</b>	Managing Sport	20 points	} 200 Points
	Sociological Aspects	20 points	
	Finance & Economics	20 points	
	Facility/Event Management	20 points	
	Sport Marketing	20 points	
	Analytics in the Sport Industry	20 points	
	Sport Consumer Behavior	20 points	
	Communication in Sport Industry	20 points	
	Legal Considerations	20 points	

A Professional Perspective 20 points

<b>CASE STUDIES:</b>	<b>Report &amp; Presentation</b>	<b>100 points</b>
<b>CAREER DEVELOPMENT Plan:</b>	Field Trips, Guest Speakers	100 points
<b>Exams</b>		<u>100 points</u>
	<b>TOTAL</b>	<b><u>500 points</u></b>

Case and Written Assignments are intended to measure analysis, judgment, research and communication. These assignments are scored on the basis of three criteria: (1) organization (structure, ordering of ideas, linking of ideas one to another); (2) development (presentation of supporting evidence); and (3) expression (use of standard English grammar). The comprehensive tasks will allow the student to draw from all their course work and experiences to demonstrate an ability to think critically, analyze data, formulate and solve problems, and show a desire for life-long learning. Please note, points are subject to change.

- No assignments(s) will be accepted after the given due date.
- No makeup exams or work will be given.
- No incompletes will be given.

**GRADING SCALE (% of total points available):**

A+	97-100	C+	77-79
A	93-96	C	73-76
A-	90-92	C-	72 or lower will result in failure of the class
B+	87-89		
B	83-86		
B-	80-82		

**Classroom Procedure**

The class periods will involve (1) lectures interspersed with discussions of questions and problems relating to the topic of the day; (2) presentations by individuals prominent in sports enterprise; and (3) discussions of articles and/or case work by program participants. For each session, a number of articles, book chapters, or case studies will be assigned, and we will have a thorough discussion of each. The readings will be drawn from both historical and contemporary literature in the field.

The certificate program is oriented towards discovery learning by students both within and outside of the classroom. The ever-expanding scope of issues in the sports industry managers face in practice demands that students take responsibility for life-long, discovery learning. As such, the program relies heavily on written case work and class involvement during discussions of the topics of the day. Verbal interaction with and among students is essential to presentation of the material.

### **Attendance Policy**

We have a strict attendance policy. Do not be late. If you find that you cannot attend a session (including site visits), please let the instructor know ahead of time. Students are allowed **one** excused absence. EACH SESSION MISSED AFTER YOUR EXCUSED ABSENCE WILL RESULT IN A DEDUCTION OF ONE WHOLE LETTER GRADE.

### **Presence Policy:**

Cell phones must remain off during class. Vibrate or silent function is only allowed when permission is granted before class, and agreed upon due to an emergency situation.

Excused absences must be approved by the instructor prior to the absence except in cases of emergency. If an emergency occurs that requires a student to miss class without prior notification to the instructor, the student should contact the instructor as soon as possible after the absence. Also, a student who has a note (specifically addressing the need to miss class) from a physician will be excused for the dates and times indicated. However, **absence from class does not give the student an excuse for not knowing about any changes in class material, scheduling, assignments, exams, and other announcements or activities given in class.**

Written assignments are expected to be word processed (double spaced, using APA style) unless otherwise assigned. **Assignments are due at the time designated and considered late when turned after this time.** Assignments turned in late will be **penalized 10% for each day** beyond the stated due date.

### ***Definition of Academic Dishonesty***

Academic dishonesty includes, but is not limited to, dishonesty on quizzes, tests, or assignments; claiming credit for work not done or done by others; hindering the academic work of other students; misrepresenting academic or professional qualifications within or without the University; and nondisclosure or misrepresentation in filling out applications or other University records.

Plagiarism is a specific type of academic dishonesty that involves claiming credit for work done by others. Plagiarism includes the following:

- Borrowing the organization or ideas of others without acknowledging the original source
- Copying the words of others without putting them in quotation marks and providing a citation
- Handing in a paper or assignment written by someone else as if it were yours
- Copying answers from another person or from the book on a test or homework

In short, if you put your name on work that you did not do, this is plagiarism.

## CHANGES TO SYLLABUS

***Professor reserves the right to make alterations to the syllabus if necessary. However, no changes will be made to the syllabus without discussion and/or announcement in class.***

### UNLV Policies

Office of the Executive Vice President and Provost Box 451002 • 4505 South Maryland  
Parkway • Las Vegas, Nevada 89154-1002

**Academic Misconduct**—Academic integrity is a legitimate concern for every member of the campus community; all share in upholding the fundamental values of honesty, trust, respect, fairness, responsibility, and professionalism. By choosing to join the UNLV community, students accept the expectations of the Student Academic Misconduct Policy and are encouraged when faced with choices to always take the ethical path. Students enrolling at UNLV assume the obligation to conduct themselves in a manner compatible with UNLV's function as an educational institution. An example of academic misconduct is plagiarism. Plagiarism is using the words or ideas of another, from the Internet or any source, without proper citation of the sources. See the Student Academic Misconduct Policy (approved December 9, 2005) located at: <https://www.unlv.edu/studentconduct/student-conduct>.

**Classroom Conduct**—Students have a responsibility to conduct themselves in class and in the libraries in ways that do not interfere with the rights of other students to learn or of instructors to teach. Use of electronic devices such as pagers, cellular phones, or recording devices, or potentially disruptive devices or activities, are permitted only with the prior explicit consent of the instructor. The instructor may rescind permission at any time during the class. If a student does not comply with established requirements or obstructs the functioning of the class, the instructor may initiate an administrative drop. **Copyright**—The University requires all members of the University Community to familiarize themselves with and to follow copyright and fair use requirements. You are individually and solely responsible for violations of copyright and fair use laws. The university will neither protect nor defend you, nor assume any responsibility for employee or student violations of fair use laws. Violations of copyright laws could subject you to federal and state civil penalties and criminal liability, as well as disciplinary action under University policies. Additional information can be found at: <http://www.unlv.edu/provost/copyright>.

**Disability Resource Center (DRC)**—The UNLV Disability Resource Center (SSC-A 143, <http://drc.unlv.edu/>, 702-895-0866) provides resources for students with disabilities. If you feel that you have a disability, please make an appointment with a Disabilities Specialist at the DRC to discuss what options may be available to you. If you are registered with the UNLV Disability Resource Center, bring your Academic Accommodation Plan from the DRC to the instructor during office hours so that you may work together to develop strategies for implementing the

accommodations to meet both your needs and the requirements of the course. Any information you provide is private and will be treated as such. To maintain the confidentiality of your request, please do not approach the instructor in front of others to discuss your accommodation needs.

**Final Examinations**—The University requires that final exams given at the end of a course occur at the time and on the day specified in the final exam schedule. The general schedule is typically available at the start of the semester, and the classroom locations are available about a month before the end of the semester. See the schedule at:

<http://www.unlv.edu/registrar/calendars>. **Incomplete Grades**—The grade of “I”—Incomplete—can be granted when a student has satisfactorily completed three-fourths of course work for that semester/session but for reason(s) beyond the student’s control, and acceptable to the instructor, cannot complete the last part of the course, and the instructor believes that the student can finish the course without repeating it. The incomplete work must be made up before the end of the following regular semester for undergraduate courses. Graduate students receiving “I” grades in 500-, 600-, or 700-level courses have up to one calendar year to complete the work, at the discretion of the instructor. If course requirements are not completed within the time indicated, a grade of “F” will be recorded and the GPA will be adjusted accordingly. Students who are fulfilling an Incomplete do not register for the course but make individual arrangements with the instructor who assigned the “I” grade.

**Library Resources**—Librarians are available to consult with students on research needs, including developing research topics, finding information, and evaluating sources. To make an appointment with a subject expert for this class, please visit the Libraries’ Research Consultation website: <http://guides.library.unlv.edu/appointments/librarian>. You can also ask questions via chat and text message at <http://ask.library.unlv.edu/>.

**Rebelmail**—By policy, faculty and staff should email students’ Rebelmail accounts only. Rebelmail is UNLV’s official email system for students. As such, it is a primary way students receive official university communications such as information about deadlines, major campus events, and announcements. All UNLV students receive a Rebelmail account after they have been admitted to the university. Emailing within WebCampus is acceptable.

**Missed Classwork**—Any student missing class quizzes, examinations, or any other class or lab work because of observance of religious holidays shall be given an opportunity during that semester to make up missed work. The make-up will apply to the religious holiday absence only. It shall be the responsibility of the student to notify the instructor within the first 14 calendar days of the course for fall and spring courses (excepting modular courses), or within the first 7 calendar days of the course for summer and modular courses, of his or her intention to participate in religious holidays which do not fall on state holidays or periods of class recess. For additional information, please visit: <http://catalog.unlv.edu/content.php?catoid=6&navoid=531>.

In accordance with the UNLV Faculty Senate-approved policy regarding class time and assignments missed, students who represent UNLV in any official extracurricular activity shall also have the opportunity to make up assignments, provided that the student provides official written notification to the instructor no less than one week prior to the missed class(es). The spirit and intent of the policy is to offer fair and equitable opportunities to all students, including those representing the university in extracurricular activities. Instructors should consider, for example, that in courses which offer a “drop one” option for the lowest assignment, quiz, or

exam, assigning the student a grade of zero for an excused absence for extracurricular activity is both contrary to the intent of the Faculty Senate's policy, and an infringement on the student's right to complete all work and fairly earn her or his grade in the course. This policy shall not apply in the event that completing the assignment or administering the examination at an alternate time would impose an undue hardship on the instructor or the university that could reasonably have been avoided. There should be a good faith effort by both faculty and student to come to a reasonable resolution. When disagreements regarding this policy do arise, they can be appealed to the department chair/unit director, college/school dean, and/or the Faculty Senate Academic Standards Committee. For purposes of definition, extracurricular activities may include, but are not limited to: fine arts activities, competitive intercollegiate athletics, science and engineering competitions, liberal arts competitions, academic recruitment activities, and any other event or activity sanctioned by a college/school dean, and/or the Executive Vice President and Provost. Transparency in Learning and Teaching—The University encourages students to use a transparency template to discuss with their instructors how assignments and course activities benefit student success:  
[https://www.unlv.edu/sites/default/files/page\\_files/27/TILT-Framework-Students.pdf](https://www.unlv.edu/sites/default/files/page_files/27/TILT-Framework-Students.pdf).

Tutoring and Coaching—The Academic Success Center (ASC) provides tutoring, academic success coaching and other academic assistance for all UNLV undergraduate students. For information regarding tutoring subjects, tutoring times, and other ASC programs and services, visit <http://www.unlv.edu/asc> or call 702-895-3177. The ASC building is located across from the Student Services Complex (SSC). Academic success coaching is located on the second floor of SSC A (ASC Coaching Spot). Drop-in tutoring is located on the second floor of the Lied Library and College of Engineering TBE second floor. UNLV Writing Center—One-on-one or small group assistance with writing is available free of charge to UNLV students at the Writing Center, located in CDC-3-301. Although walk-in consultations are sometimes available, students with appointments will receive priority assistance. Appointments may be made in person or by calling 702-895-3908. The student's Rebel ID Card, a copy of the assignment (if possible), and two copies of any writing to be reviewed are requested for the consultation. More information can be found at: <http://writingcenter.unlv.edu/>.