
TEXAS A&M UNIVERSITY – COMMERCE
Department of Health & Human Performance

HHPS 100
Foundations of Sport and Recreation Management

Fall 2012 – MW 11:00am Field House 003

COURSE INFORMATION

Instructor: Scott Waltemyer, Ph.D.
Office: Field House 100
Office Hours: TR 1-3pm, W 10am-11am, or by appointment
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COURSE DESCRIPTION

This course will introduce students to the sport management major, and the foundations of sport management as a field of study. This course will examine areas such as the history and philosophy of sport, business principles, and career opportunities in the sport and recreation industry, within both the private and public sectors.

COURSE MATERIALS

Textbook:

Masteralexis, L. P., Barr, C. A., & Hums, M. A. (2012). *Principles and practice of sport management* (4th ed.). Sudbury, MA: Jones & Barlett Publishers. ISBN-13: 978-0-7637-9607-5

COURSE OBJECTIVES

After completion of this course, the student should be able to:

1. Understand basic sport and recreation terminology
2. Discuss the varied fields of study within the sport industry
3. Discuss the different settings of sport and recreation
4. Understand the basic business principles that deliver the sport product
5. Understand the basic social environment in which sport exists
6. Discuss different career opportunities within the field of sport management

COURSE POLICIES AND EXPECTATIONS

1. Attendance is required. Students are expected to attend class, be prepared, and actively participate in class discussions. Arriving late and/or leaving early can be disruptive to class. If you are going to be late or need to leave early alert me ahead of time. Points will be deducted from class participation for any unexcused absences and tardiness to class.
2. Any work submitted after the due date will receive a 10% deduction in the assignment grade for each day it is late, up to a week.
After one week, NO late assignments will be accepted, unless there is a prior arrangement between the student and instructor.
3. Any in-class work missed due to an absence may NOT be made up, unless there is a prior arrangement OR the absence is an “excused absence” (accompanied by proper documentation). An excused absence is defined as a documented university approved activity or event. (See Student Handbook).
Please notify me ahead of time if you know you will be absent. To be considered an excused university absence, you must present written documentation on the day of your return to class.
4. Students are expected to exhibit professionalism during all class meetings, and in all class discussions, presentations, and assignments. Critical thinking and debate are encouraged, but students should be respectful of their fellow classmates. All students enrolled at the university shall follow the tenets of common decency and acceptable behavior conducive to a positive learning environment. (See Student Handbook) Also, please turn off all cell phones, mp3 players, Ipods, etc.
5. Students should adhere to the university policies regarding academic misconduct (i.e. plagiarism, cheating, and other dishonest representations of academic work). Students in violation of these policies will be subject to the university’s academic misconduct procedures.
6. Exams will consist of objective, as well as subjective, items. Students are expected to take each exam at the scheduled time.
NO make-up exams will be given unless there is a prior arrangement or because of an excused university absence WITH proper documentation.
7. Please do not hesitate to contact me if you have any questions or concerns. I am more than willing to provide any additional assistance if I can help. Remember, students earn grades; I do not give them.

ADA STATEMENT

The Americans with Disabilities Act (ADA) is a federal anti-discrimination statute that provides comprehensive civil rights protection for persons with disabilities. Among other things, this legislation requires that all students with disabilities be guaranteed a learning environment that provides for reasonable accommodation of their disabilities. Students requesting accommodations for disabilities must contact the Director of Disability Resources and Services, Gee Library, Room 132, 903-886-5835.

GRADING SCALE

90% - 100%	A
80% - 89%	B
70% - 79%	C
60% - 69%	D
0% - 59%	F

EVALUATION

Class Attendance/Participation/Quizzes	50 pts.
Article Reviews (4 x 20 pts.)	80 pts.
Online Classes (4 x 20 pts.)	80 pts.
Sport Organization Paper	40 pts.
Sport Professional Interview	50 pts.
Exam #1	100 pts.
Exam #2	100 pts.
Exam #3	100 pts.
TOTAL	600 pts.

ARTICLE REVIEWS

Each student will complete four (4) article reviews. More specific details of the article review topics will be discussed in class. Students are to find an article which focuses on the assigned topic, and provide a brief summary and personal reaction to the article. Article reviews should be approximately 1-2 pages, typed, and double-spaced with a 12 pt. font. A copy of the article, the article itself, or the APA reference citation should be submitted with the paper. The student should be prepared to review and discuss their article with the class on the designated discussion day. Article relevance, personal reaction and contribution, discussion questions, and spelling/grammar will be considered in the grading of the papers.

ONLINE CLASSES

There will be four (4) online class meetings where we will meet ONLINE instead of in the classroom. Participation during each online class meeting will count for 25 points. You must actively participate in the discussion in order to get credit. Topics will be assigned ahead of time, and you should have materials prepared with you at the time of the online class. If the assignment asks for any additional information (other than just your own thoughts and opinions) you should cite your information reference(s). If you do not have Internet access at home or elsewhere, you may use the computer lab in the Field House or another on campus. You *will* need Internet access. You will complete the assignment through eCollege. Detailed instructions will be provided in class.

SPORT ORGANIZATION PAPER

Each student will choose a sport or recreation organization to research. You will write a paper on the following areas about your chosen organization: what does (or did) the organization do (what is their purpose), what segment of the sport industry do they fit into, a detailed history of the organization (including important events and people), and what does the future look like for that organization. Further details will be provided in class.

PROFESSIONAL INTERVIEW

Each student will contact a professional in the recreation or sport industry (i.e. municipal parks and recreation director, golf course manager, fitness center/gym manager, athletic director, sport marketer, broadcast producer, etc.) and arrange an in-person meeting with that individual. The student will conduct an interview asking questions such as: what programs or activities does your organization oversee, what administrative responsibilities do you have, what would you consider the most important aspects of your job, what is a typical day like, what is your education and experience background, etc. You will need to ask at minimum 10 questions, so that you can get a sense of that career. The interview paper should be typed, and double-spaced with a 12 pt. font, and should summarize and discuss the interview questions asked and what you learned from the experience. Detailed instructions will be provided in class.

EXAMS AND QUIZZES

Quizzes and Exams will be based on any and all information and materials utilized in class lectures, class discussions, and the textbook. They may include true/false, multiple-choice, matching, short answer, and essay.

Quizzes will take place periodically throughout the semester, with or without notice.

COURSE SCHEDULE (This Schedule is Tentative)

Week 1	M	8/27	Introduction to the Course, Syllabus
	W	8/29	History of Sport Management and Sport Today
Week 2	M	9/3	NO CLASS (Labor Day)
	W	9/5	Careers in Sport – Segments of the Sport Industry <i>Article #1 – sport today</i>
Week 3	M	9/10	Leisure, Lifestyle, and Recreational Sport
	W	9/12	Amateur Sport – Youth and Scholastic <i>Article #2 – careers in the sport industry</i>
Week 4	M	9/17	Amateur Sport – Intercollegiate
	W	9/19	ONLINE COURSE
Week 5	M	9/24	Professional Sport – North America
	W	9/26	Globalization of Sport – International
Week 6	M	10/1	Exam Review
	W	10/3	<i>Exam #1</i>

Week 7	M	10/8	The Sport Industry, Economics & Finance of Sport
	W	10/10	Sport Communication and Media <i>Sport Organization Paper Due</i>
Week 8	M	10/15	ONLINE COURSE
	W	10/17	Sport Marketing and Sponsorships
Week 9	M	10/22	Management and Leadership in Sport <i>Article #3 – sport business</i>
	W	10/24	Event and Facility Management
Week 10	M	10/29	ONLINE COURSE
	W	10/31	Exam Review
Week 11	M	11/5	<i>Exam #2</i>
	W	11/7	Sport in Society
Week 12	M	11/12	ONLINE COURSE
	W	11/14	Legal and Ethical Issues in Sport
Week 13	M	11/19	Psychology of Sport <i>Article #4 – legal, social, ethical issues in sport</i>
	W	11/21	NO CLASS (Thanksgiving)
Week 14	M	11/26	Professional Interviews
	W	11/28	Professional Interviews
Week 15	M	12/3	Guest Speaker
	W	12/5	Exam Review
Week 16	W	12/12	<i>Exam #3 @ 10:30am</i>