**WAYLAND BAPTIST UNIVERSITY  
Plainview Campus**

**2. Wayland Mission Statement:**Wayland Baptist University exists to educate students in an academically challenging, learning-focused, and distinctively Christian environment for professional success and service to God and humankind.

**3. Course Name:**  
EXSS 3320 Introduction to Sport Management

**4. Term:**Fall 1 2020

**5. First and Last Name of Instructor:** Dr. Michael West

**6. Office Phone and Email:**Office:   
email: [michael.a.west@wayland.wbu.edu](mailto:michael.a.west@wayland.wbu.edu)  
Cell: 214-417-0885  
EXSS Front Office: 806.291.1056  
Laney Center Front Desk: 806.291.3780

**7. Office Hours**:   
please text my cell if you have questions

214-417-0885

**8. Required Textbook and Resource Materials**:   
*Applied Sport Management Skills*, Third Edition Human Kinetics, 2020. Robert N Lussier and David C. Kimball**:**

**9. Optional Materials*:***  
- Sport Business Journal. *Sports Business Journal.*

**10. Course Outcome Competencies:**

1. To understand the role that managers play in the proper functioning of sport organizations.

Assessment: exams

1. To visit various sport-related museums and arenas in the local area. Assessment: attendance and participation
2. To explore various careers in sport management. Assessment: weekly assignments
3. To learn the process of developing a business plan for a sport organization. Assessment: complete a game plan for starting a sport business

**11. Attendance Requirements:**

This course will be online. You will need to log into blackboard each week to complete weekly assignments.

Work due when a student is scheduled to be absent for any reason should be turned-in **before** the class meets. ***LATE WORK WILL NOT BE ACCEPTED FOR PLANNED ABSENCES, INCLUDING ATHLETIC EVENTS.*** If you are ill or have an unplanned absence, all work must be turned-in BEFORE the next class meeting.

**12. Plagiarism and Academic Dishonesty:**

**ACADEMIC HONESTY:**

Wayland students are expected to conduct themselves according to the highest standards of academic honesty.  Academic misconduct for which a student is subject to penalty includes all forms of cheating, such as possession of examinations or examination materials, forgery, or plagiarism.  Disciplinary action for academic misconduct is the responsibility of the faculty member assigned to the course.  The faculty member is charged with assessing the gravity of any case of academic dishonesty and with giving sanctions to any student involved.  The faculty member involved will file a record of the offense and the punishment imposed with the dean of the division, campus dean, and the provost/academic vice president.  Any student who has been penalized for academic dishonesty has the right to appeal the judgment or the penalty assessed.

**Plagiarism**

“Plagiarism — The attempt to represent the work of another, as it may relate to written or oral works, computer-based work, mode of creative expression (i.e. music, media or the visual arts), as the product of one's own thought, whether the other's work is published or unpublished, or simply the work of a fellow student.

When a student submits oral or written work for credit that includes the words, ideas, or data of others, *the source of that information must be acknowledged through complete, accurate, and specific references*, and, if verbatim statements are included, through use of quotation marks as well. By placing one’s name on work submitted for credit, the student certifies the originality of all work not otherwise identified by appropriate acknowledgements. *A student will avoid being charged with plagiarism if there is an acknowledgement of indebtedness.*”

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**13. Disability Statement:**

In compliance with the Americans with Disabilities Act of 1990 (ADA), it is the policy of Wayland Baptist University that no otherwise qualified person with a disability be excluded from participation in, be denied the benefits of, or be subject to discrimination under any educational program or activity in the university. The Coordinator of Counseling Services serves as the coordinator of students with a disability and should be contacted concerning accommodation requests at (806) 291-3765. Documentation of a disability must accompany any request for accommodations.

**14. Course Requirements and Grading Criteria:**

* Two exams will be given during the semester. The exams consist of multiple-choice and short-essay questions based on the weekly chapters. The exams test knowledge of the textbook chapters.
* Complete a game plan for starting a sport business: Each student is to follow the directions in each chapter for developing a business plan (game plan) for starting a new sport business of their choice.
* Weekly assignments: Students are required to complete and pass in one assignment per week per chapter. The assignment changes each week, so students must be sure to closely follow the syllabus.
* **Sport manager report:** You are expected to conduct an interview with a person in the field of sport management (*refer to example of the textbook, p 6; ask at least 5 questions*). You can select the individual you would like to interview by yourself. However, you need to notify the instructor of your interview subject by April 3rd at the latest.

**Questions suggested:**

* How did you prepare for the job of sport manager? What responsibilities do you have as a sport manager?
* How did your career path evolve?
* How do you define “success”? What does it take to be a successful manager?
* What do you think is the most important issue for sport managers?
* What motivates you?
* What were the biggest pressures you had to deal with during your experience?
* What do you think is your greatest contribution to your organization?
* What is your suggestion for the new comer in the field of sport management?

# Grading

* 2 exams: 40%
* Complete a game plan for starting a business: 20%
* Weekly assignments: 40%