**WBU Flame Logo

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# 1. Campus Name: **Virtual Campus, School of \_\_Education\_\_\_\_\_\_\_\_\_\_\_\_**

# 2. Wayland Baptist University 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 5300-VC01 Leadership in Sport Management

# ****4. Term:**** Fall 2025 1ST8WKS (August 11 – October 4)

# ****5. Full Name of Instructor:** Dr. Charles C. Huang**

# 6. Office Phone and WBU Email Address**: 806-291-3791(office); huangc@wbu.edu**

# 7. Office Hours, Building, and Location: By appointment, Laney Center, Room 204, WBU-Plainview

# ****8. Class Meeting Time and Location****: Virtual Campus online instruction via Blackboard

# 9. Catalog Description:

Examination of leadership skills, human resource management, ethical practices and administrative decision making.

# ****10. Prerequisite:****

Graduate Standing

# ****11. Required Textbook and Resource Materials****

11.1 Lussier, R. N., & Kimball, D. C. (2023). *Applied sport management skills 4th Edition*. Champaign, IL: Human Kinetics.

# 12. Optional Materials:

12.1. Resources available through WBU and Online libraries: [www.wbu.edu/lrc](http://www.wbu.edu/lrc)

12.2. APA Style Homepage <http://www.apastyle.org/index.aspx>

12.3. North American Society of Sports Management <http://www.nassm.org/>

12.4. ESPN: <http://www.espn.com>.

12.5 Sportsline: <https://www.sportsline.com>.

# ****13. Course Outcome Competencies****:

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

13.1. Analyze the role and responsibility that sport managers play in the proper functioning of sport organizations.

13.2. Develop a basic understanding of important principles, concepts, research, and theories of management.

13.3. Develop practical abilities and strategies to apply the management principles, concepts, research, and theories to sport organizations.

13.4. Critically examine leadership styles, structure, skills, and theory.

13.5. Analyze challenges faced by sport organizations and use the skills of decision-making and strategic planning to deal with these challenges.

13.6. Recognize effective leadership strategies in a sport organization.

13.7. Evaluate the complexities of various careers in sport management and identify the characteristics of a successful leader.

# 14. Attendance Requirements:

As stated in the Wayland Catalog, students enrolled at one of the University’s external campuses should make every effort to attend all class meetings. All absences must be explained to the instructor, who will then determine whether the omitted work may be made up. When a student reaches that number of absences considered by the instructor to be excessive, the instructor will so advise the student and file an unsatisfactory progress report with the campus executive director. Any student who misses 25 percent or more of the regularly scheduled class meetings may receive a grade of F in the course. Additional attendance policies for each course, as defined by the instructor in the course syllabus, are considered a part of the University’s attendance policy.

# 15. Statement on Academic Integrity:

# [Link to WBU’s Statement on Academic Integrity, and reference one of the following in regard to how generative artificial intelligence (GAI) such as ChatGPT may or may not be used in this course:](https://www.wbu.edu/academics/writing-center/Academic%20Integrity%20Statement%20Pol%208.4.1%20Attch%20Oct%2020222.pdf)

# a. No use of any generative AI tools permitted.

# i. Students are required to create and produce all work themselves or with assigned group members. Any work submitted that has used an AI generative tool like ChatGPT will be in immediate violation of the academic integrity policies for the course and WBU.

# ii. All assignments must be fully created, designed, and prepared by the student(s).

# iii. Any work that uses generative AI will be treated as plagiarism.

# b. Generative AI tools permitted in specific context and with proper citations.

# i. Students are allowed to use, reference, or incorporate generative AI tools into specific assignments for this course. When used, students must properly cite the generative AI tool in their submitted work.

# ii. While there is no true substitute for direct help and instruction for your instructor, students may be allowed to use generative AI tools to provide further explanations of course content, readings, and other assignments. Any use of generative AI tools to help further explain or translate content must be properly referenced and cited.

# iii. Specific parameters for generative AI usage are provided by the instructor.

# iv. Any use of generative AI tools outside of the approved instructor parameters will be considered a form of plagiarism and academic dishonesty.

# c. Generative AI tools usage encouraged and may be actively assigned in coursework.

# i. Use of generative AI tools is actively encouraged and incorporated in to specific assignments for this course.

ii. Use of generative AI tools for assignments in brainstorming, content understanding, or revision to work is perfectly acceptable if cited and referenced properly in any submitted work for the course.

iii. Use of generative AI is encouraged as long as students understand the use of generative AI in the course is to be an assistance tool and not the generator of assignments and submitted work. Ultimately, all submitted work must still reflect student’s own work, understanding, and analysis.

iv. Specific parameters for generative AI usage provided by the instructor.

v. Any use of generative AI tools outside of the approved instructor parameters will be considered a form of plagiarism and academic dishonesty.

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# ****16. 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 Disability Services Coordinator and Academic Coach serves as the coordinator of students with disabilities and must be contacted concerning accommodation requests (office (806) 291-1057. Documentation of a disability must accompany any request for accommodations.

# ****17. Course Requirements and Grading Criteria:****

**(Include information about term papers, projects, tests, presentations, participation, reading assignments, etc. and how many points or what percentage of the final grade each of these components or assignments is worth)**

**17.1 Discussion Board Forums (DB Forums) (50×6=300 points)** There will be six DB forums. Each one will be divided into two parts: (1) a post in response to the topic(s) or question(s) (30 points), this is due by Wednesday of the given week; (2) reply to classmates’ posts (20 points). The post to the topic(s) or question(s) must be 300 to 500 words and must incorporate at least one resource (e.g. textbook or a scholarly journal). It is also encouraged to incorporate biblical concepts in your post. Each reply must be no less than 150 words. All posts must be made in accordance with the current APA format.

**17.2 Literature Review (100 points)** You are expected to find at least 4 articles relevant to a topic you selected in the field of Leadership in Sport Management from professional journals and use them to write your literature review. Your review should be in the length of 5-7 pages (including a title page and the reference page), APA format. Please get help from writing center, if needed.

**17.3 Game Plan for Starting a Sport Business (25×6=150 points)** Did you ever consider starting your own sport business? Being an entrepreneur means you are willing to take risks and create your own business, manage your business, and market your products or services to your customers. These assignments will lead you to consider how to start your own sport business step by step.

**17.4** **Final Project for Game Plan for Starting a Sport Business (250 points)** Integrate all the assignments of Game Plan for Starting a Sport Business to write a complete plan for your own sport business.

**17.5 Written Examinations (200 points)** You will have 2 exams at 100 points each scheduled in advance. The exam will cover the material presented in the chapters covered during that time. The final is NOT cumulative.

**Total Possible Points- 1000**

| **Assignment** | **Points** |
| --- | --- |
| DB Forums | 300 (50×6) |
| Literature Review | 100 |
| Game Plan for Starting a Sport Business | 150 (25×6) |
| Final Project Game Plan for Starting a Sport Business | 250 |
| Written Examinations | 200 (100×2) |

**Grading Scale**

| **Grade** | **Points** |
| --- | --- |
| A | 900 – 1000 |
| B | 800 – 899 |
| C | 700 – 799 |
| D | 600 – 699 |
| F | 000 – 599 |

# ****18.** Students shall have protection through orderly procedures against prejudices or capricious academic evaluation. A student who believes that he or she has not been held to realistic academic standards, just evaluation procedures, or appropriate grading, may appeal the final grade given in the course by using the student grade appeal process described in the Academic Catalog. Appeals may not be made for advanced placement examinations or course bypass examinations. Appeals are limited to the final course grade, which may be upheld, raised, or lowered at any stage of the appeal process. Any recommendation to lower a course grade must be submitted through the vice president of academic affairs to the Faculty Assembly Grade Appeals Committee for review and approval. The Faculty Assembly Grade Appeals Committee may instruct that the course grade be upheld, raised, or lowered to a more proper evaluation.**

# ****19. Tentative Schedule****:

| Week | Topic | Assignments | Points |
| --- | --- | --- | --- |
| 1  (8/11-8/17) | * **Introduction to Sport Management** | * **Read:** Chapter 1 & Chapter 2 |  |
| * **DB Forum 1:** Under ArmorCase (p21) | * 50 |
|  | * **Game Plan for Starting a Sport Business 1:** Your sport business idea: What research led you to select this business concept? Does your business idea have global opportunity and ethical opportunity? * **Required First Assignment (RFA)** | * 25 |
| 2  (8/18-8/24) | * **Planning** | * **Read:** Chapter 3 & Chapter 4 |  |
|  | * **Game Plan for Starting a Sport Business 2:** Use the six steps to decision making to evaluate your sport business idea from chapter 1 you are going to operate this semester; Develop three potential prospector strategies for the business you have started in the previous chapters. * **DB Forum 2:** Case Study: Strategic Planning at the NHL | * 25 * 50 |
| 3  (8/25-8/31) | * **Organizing** | * **Read:** Chapter 5, Chapter 6 & Chapter 7 |  |
| * **Game Plan for Starting a Sport Business 3:** Describe what you would do to create a positive atmosphere of delegating in the sport company you started in prior chapters; Can you think of three strategies to help increase diversity in your new sport organization? Look on LinkedIn to find three qualified people to help you manage your sport organization. * **DB Forum 3:** Case Study: Big-Time ADs | * 25 * 50 |
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| 4  (9/1-9/7) |  | * **Midterm Exam (Chapters 1 – 7)** * **Literature Review** | * 100 |
|  | * 100 |
|  |  |
| 5  (9/8-9/14) | * **Leading-1** | * **Read:** Chapter 8 & Chapter 9 |  |
| * **Game Plan for Starting a Sport Business 4:** Manage power, politics, conflict, and stress in your business; List four people you know whom you would want on your team. * **DB Forum 4:** Case Study: Draft Kings, FanDuel, and Legalized Gambling | * 25 * 50 |
| 6  (9/15-9/21) | * **Leading-2** | * **Read:** Chapter 10, Chapter 11, & Chapter 12 |  |
|  | * **Game Plan for Starting a Sport Business 5:** Develop a comprehensive strategic social media plan; What specific motivational theory will you use to motivate yourself and your employees? Which leadership theory or theories will you use to run your business? Describe the type of leader you want to be. * **DB Forum 5:** Communication | * 25   • 50 |
| 7  (9/22-9/28) | * **Controlling** | * **Read:** Chapter 13 & Chapter 14 |  |
|  | * **Game Plan for Starting a Sport Business 6:** Create a one-year budget for your sport business; Create a timeline for a sport event you would like to hold for your sport business. * **DB Forum 6:** Case Study: Controlling Risks at Professional Sporting Events | * 25 * 50 |
| 8  (9/29-10/4) |  | * **Final Project for Game Plan for Starting a Sport Business** | * 250 |
|  | * **Final Exam (Chapters 8-14)** | * 100 |

# 20. Faculty May Add Additional Information as Desired:

**N/A**