

**MGMT 5673 Advanced Sports Management (graduate)
Spring 2018: March 12- May 4 (online)**

Instructor:

Dr. Bryan Finch, Clinical Professor of Management; Director Sports Management Institute

Contact Information:

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Office Hours specifically for online: as needed via email, phone: I will respond to student inquiries within 24 hours. Grades will be entered in the Brightspace Gradebook within one week after the assignment due date.

Course Site: Brightspace by D2L <http://online.okstate.edu>

Online Learning Support: spearsonline@okstate.edu

Phone: 405-744-4048

Facebook: Follow Spears School Online Learning on Facebook!

<https://www.facebook.com/SpearsOnline/>

REQUIRED MATERIALS

- 1- *Ice to the Eskimos: How to Market a Product Nobody Wants*;
Book author- Jon Spoelstra, 1997.

Computer Requirements

- A broadband internet connection
- Windows 7 or Mac OS Mavericks or newer operating system are preferred
- [Google Chrome](#) or [Mozilla Firefox](#) web browser (click on links to download)
Note: lecture videos are **not** compatible with Internet Explorer or Edge.
- [VLC Viewer](#) video player (click on link to download)

COURSE OVERVIEW

This course will provide the student with an opportunity to gain further knowledge about the sports industry. More importantly, the student will develop problem solving, critical thinking, and strategic management skills using cases, examples, and discussions from the wide world of sports.

Course Objective	Program Learning Goal
Students should be able to recognize ethics issues in the sports industry and offer reasonable solutions or strategies for addressing the issues.	<ul style="list-style-type: none">• Ethics• Critical Thinking
Students should be able to orally present and defend their ideas in an organized and professional manner.	<ul style="list-style-type: none">• Business Knowledge & Competency• Written and verbal communication

Students should be able to work in teams to complete project assignments and determine solutions to sports business issues.

• Teamwork

Grading

Grading Scale: (rounded up from 0.5)

90 and above = A

80-89 = B

70-79 = C

60-69 = D

59 and below = F

Required assignments: points available

Special project (KC)= 20

Special project (OKC)= 20

Individual paper= 10

Test 1= 25

FINAL EXAM= 25

Total points= 100

Lectures and Class Schedule *(may change at instructor's discretion)

- 1- Syllabus
- 2- Tragedy & Recovery, Security & Terrorism
- 3- Civic pride and sports
- 4- Public Relations
- 5- Fantasy Sports
- 6- Entrepreneurship
- 7- KC Chiefs project
- 8- OKC Thunder project

Guest speakers (order may be different on Brightspace):

- 9- Mark Allen, Part-owner Houston Astros
- 10- Jenny Barlow, Mb2 Sports, formerly KC Chiefs
- 11- Dawn Turner, Director of Mkt, OKC Thunder
- 12- Jesse Martin, OSU Athletics- Assistant AD
- 13- Katie Nicholas, Tulsa Sports Commission
- 14- Kip Racy, Cowboy Sports Properties/Learfield Sports
- 15- Curt Waugh, San Diego Padres, Director of Sales
- 16- Brian Byrnes, OKC Thunder VP
- 17- Adam Rumsey, MidFirst Bank (formerly)- sports marketing
- 18- Berry Tramel, The Daily Oklahoman sports journalist
- 19- Craig Clemons, OSU Athletics (formerly)- Assoc. AD
- 20- Dr. Jordan Bass, University of Kansas professor

***Test #1-** Covers lectures #1-20, any posted news/readings. Via proctor on Thur or Fri, April 5th or 6th or live with me on campus (green scantron) Thursday April 5, 5:30p, CLB 108

***KC Chiefs project-** Friday April 20, 11:59pm to dropbox

***OKC Thunder project and Spoelstra paper-** Friday April 27, 11:59pm to dropbox

***Final exam-** DUE MAY 4th, 11:59pm, to dropbox

Special projects: OKC Thunder (20), KC Chiefs (20)- Each student will prepare a Powerpoint presentation with notes and load it on the dropbox. These projects are based on the actual research questions that the Kansas City Chiefs and Oklahoma City Thunder have provided my class in Stillwater with over the past several years. Details for each project are posted on the NEWS section of the class site.

PAPER: (10)

Using Spoelstra's book, take 3 ideas he presented and apply it to one sports team/event of your choice (the same team for all 3 ideas). Focus on the details of how you could implement the ideas, not just reviewing the Spoelstra ideas! Make sure the ideas you chose from Spoelstra are clear! 6-9 pages, typed, double-spaced, Times New Roman 12 pt font. Show me that you understand Spoelstra's ideas, and then apply it with reasoning to a team/event.

Exams

There are 2 exams for this course, only Exam #1 requires a proctor.

The first exam (25) is proctored (see schedule on page 2 for details). The proctored exams will be online through Brightspace. Test #1 will be a multiple choice, 50 question exam, covering the entire course material. Questions will be derived from class lectures and readings and any other material posted on the class site. Some stellar individual student projects may be posted online and be included in the test material.

ACTION prior to or within the first week of class, go to the Spears School of Business Online Learning website to choose a proctor at: spearsonline.okstate.edu, and click on "Select Proctor" at the top right of the page. Follow the instructions to identify your proctor site. Up to one week before each exam start date, make your appointment directly with your testing center to take each exam. The exam and/or exam instructions will be sent to your proctor site 3 days prior to the exam start date. Contact the Spears School Online Learning office at spearsonline@okstate.edu, or call (405) 744-4048 if you have any questions regarding the proctoring process. You may also visit

<http://spears.okstate.edu/online/guide>.

FINAL EXAM: (25)

The final exam is an open-note essay exam. It will contain one or two essay questions with instructions for how to best provide a written response. The questions will usually be multi-faceted and test your general understanding of major course themes.

For the final exam, I will post the essay questions on the news section online. You will post your essay responses on the dropbox by the due date and time listed online and this syllabus.

Class Policy for Late Work

All late assignments and exams lose a letter grade per 24-hour period following the due date, unless the instructor has granted prior approval for late submission of an assignment. Approval for late submissions must be obtained from the instructor in advance, or be based on a documented medical emergency.

Class Policy for Original Work

All work must be entirely each student's own work and original for this course. Work prepared for other courses or use of material obtained for this course from other students, past or present, is expressly prohibited and can result in a grade of 0 for an assignment and/or course failure. For any reason, a student's paper or other written assignments may be checked for plagiarism.

For more details on OSU academic policies, see:

<http://academicaffairs.okstate.edu/faculty-a-staff>

Drop Policy

Information about university drop policy and dates is at this website:

<http://registrar.okstate.edu/>

To drop this course, contact the Registrar's office, (405) 744-6876, or drop through Banner Self Service, <http://my.okstate.edu>

Academic Integrity

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, academicintegrity.okstate.edu.

Accessibility

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible, so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity. For more information about OSU Student Disability Services, please go to: <http://www.okstate.edu/ucs/stdis/>