

Introduction to Sport Management

Summer 2016

Professor: John Wolohan
Class time: M - F 9:00 - 12:00
M - F 1:00 - 4:00

I. Course Description

This course examines the scope of the sports industry and introduces students to the wide range of career opportunities in the field of sport management. In addition, this course examines the managerial process to include the functions of management, as well as the roles, skills and attributes required of sports managers. Students will be introduced to problems / issues faced by sport managers by analyzing and discussing actual case studies in sport management.

II. Course Objective

To provide the student with a basic understanding of the duties and functions of a sport manager as they applies to amateur and professional sports. Upon completion of the course, students should be able to identify, analyze, and understand issues affecting sport managers.

III. Course Method

Primarily lecture, although class participation is strongly encouraged. Students are required to read supplemental material in order to prepare for interactive class discussions on a broad range of topics.

IV. Text / Reading Assignments

Reading Supplement.

V. Non-Discrimination and Equal Opportunity Policy

Syracuse University is an equal-opportunity, affirmative-action institution. The University prohibits discrimination and harassment based on race, color, creed, religion, sex, gender, national origin, citizenship, ethnicity, marital status, age, disability, sexual orientation, gender identity and gender expression, veteran status, or any other status protected by applicable law to the extent prohibited by law. This nondiscrimination policy covers admissions, employment, and access to and treatment in University programs, services, and activities.

VI. Academic Integrity Statement

The Syracuse University Academic Integrity Policy holds students accountable for the integrity of the work they submit. Students should be familiar with the Policy and know that it is their responsibility to learn about instructor and general academic expectations with regard to proper citation of sources in written work. The policy also governs the integrity of work submitted in exams and assignments as well as the veracity of signatures on attendance sheets and other verifications of participation in class activities. Serious sanctions can result from academic dishonesty of any sort.

For more information and the complete policy, see the Academic Integrity Policy and Procedures at: <http://academicintegrity.syr.edu>

VII. Disability-Related Accommodations / Academic Support Services

If you believe that you need accommodations for a disability, please contact the Office of Disability Services (ODS), <http://disabilityservices.syr.edu>, located in Room 309 of 804 University Avenue, or call (315) 443-4498 for an appointment to discuss your needs and the process for requesting accommodations. ODS is responsible for coordinating disability-related accommodations and will issue students with documented disabilities Accommodation Authorization Letters, as appropriate. Since accommodations may require early planning and generally are not provided retroactively, please contact ODS as soon as possible.

VIII. Religious Observance Policy

SU's religious observances policy, found at http://supolicies.syr.edu/emp_ben/religious_observance.htm, recognizes the diversity of faiths represented among the campus community and protects the rights of students, faculty, and staff to observe religious holy days according to their tradition. Under the policy, students are provided an opportunity to make up any examination, study, or work requirements that may be missed due to a religious observance provided they notify their instructors before the end of the second week of classes. For fall and spring semesters, an online notification process is available through MySlice/Student Services/Enrollment/My Religious Observances from the first day of class until the end of the second week of class.

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Tentative Class Schedule

DATE	TOPIC	READINGS	
July 18	9:00 am 1:30 pm	Overview of College Sports Carrier Dome Tour (Lauren Davis Gate B)	Chapter 1
July 19	9:00 am 1:00 pm	Annette Hodgens – Syracuse Admissions Current Issues in College Sports Kimberly Keenan-Kirkpatrick Deputy Athletics Director/Senior Woman Administrator	
July 20	11:00 am Post-Game	Buses will leave from in front of Ernie Davis Hall Syracuse Chiefs v. Gwinnett @ noon Jason Smorol, General Manager Syracuse Chiefs	
July 21	9:00 am 1:00 pm	Overview of Professional Sports Antitrust & Labor Issues in Sport SU Athletics Communications (Sue Edson – Manley Fieldhouse) Agents	Chapter 3 Chapter 3 Chapter 7
July 22	8:45 am	Baseball Hall of Fame Buses will leave from in front of Ernie Davis Hall	
July 25	9:00 am 1:00 pm	Athletes Image Rights Sports Broadcasting Dave Meluni - Vice President SideArm Sports	Chapter 5 Chapter 6
July 26	9:30 am 1:00 pm 2:00 pm	Gender Equity / Title IX Sarah Quintana – SU/NCAA Compliance Sport Technology (Pat Ryan) 4 th Floor MacNaughton Hall - Computer Lab	Chapter 2
July 27	9:00 am 1:00 pm	Student Presentations Student Presentations	
July 28	9:00 am 1:00 pm	Student Presentations Student Presentations	
July 29	9:00 am	Sport Marketing (Rick Burton) The Future of the Sports Business	Chapter 4 Chapter 8
