Westminster College  
School of Business  
Fall, 2017  
MGT 310 01 Intro to Sports Administration

Instructor: Dr. Robert H Zullo  
Office: OM 222  
Phone: (Office) 724-946-6835  
Email: zullorh@westminster.edu

Class Meeting Times: Section (1) – Monday, Wednesday and Friday  
10:30 am-11:30am in OM 213

Office Hours:  
MWF:  8:30am-10:00am,  
M:  3:00pm-4:00pm  
T:  10:30am-11:30am and Thursday electronically as needed. Other times by appointment.

Course Overview:

SMGT 301 Introduction to Sports Administration (4 SH). This course introduces the basic concepts of sports administration and management. Topics covered include administrative philosophy, sport governance, personnel management, budget and finance, promotion, legal considerations, athletic event management and crisis management. Analysis of current and future trends in sports management will also be addressed. Prerequisite: BA 140 or ECO 150.

Course Outcomes:

Upon successful completion of BA 140, students will be able to:
• Demonstrate an understanding of the major functions of sports business
• Demonstrate an understanding of the forces that shape the sports business and economic environments
• Demonstrate an understanding of the myriad decisions that sports businesses encounter daily and how these decisions impact overall operations and society
• Communicate effectively in the workplace using proper sports business terminology

Outcomes Assessment Strategies:
• Examinations, quizzes, homework assignments, small group projects, oral presentations, independent research assignments, and a combination of self and peer assessments and evaluations

Competencies and Skills:
• Ability to identify and describe the economics of sports business and its effects
• Ability to analyze various sports business environments and interpret their organizational and operational impacts
• Ability to analyze and apply career readiness strategies.
• Ability to understand presentation literacy.
• Ability to apply understanding of experiential learning with sports business.

**Academic Honesty:**

You are expected to know the elements and ramifications of academic dishonesty as stated in the 2017-2018 Westminster College Student Handbook. Any academically dishonest act will result in failure of the assignment and failure of the class for the semester. Cheating, or the perception thereof, will result in your dismissal from class, failure of the course, or both. Cheating is considered to be plagiarism, copying others’ work either during a graded test or homework assignment, or simply taking credit for another’s work and claiming it as your own. Cheating serves no one well and will be dealt with accordingly.

**Attendance Policy:**

Class attendance is mandatory for an in-depth understanding and assimilation of all theoretical concepts, discussion points, and practical applications. If you must miss class, please advise me in advance via email or telephone PRIOR to the start of class to be properly credited with an excused absence. Three unexcused absences will result in a letter grade deduction and six or more unexcused absences will result in failure of the class for the semester.

**Course Text**

*None*

Various other readings and online content as provided in class and/or posted on D2L.

**Submission Requirements**

Proper communication in and outside of the classroom, and the proper submission of assignments will be a focal point of this course. In preparation for your future career(s), this course will emulate the communication and planning skills needed in order to be successful within the workplace. Only assignments that follow the proper submission guidelines will be accepted, graded, and returned. Accordingly, all projects, papers, and assignments are required to be submitted on time. Any assignments that are handed in after the designated due date/time will have points deducted and/or will not be accepted.
Accessibility Statement

Westminster College actively strives for the full inclusion of all our students. Students with disabilities who require access solutions for environmental or curricular barriers should contact Faith Craig, Director of Disability Resources, located in 209 Thompson-Clark Hall.
Phone: 724-946-7192
E-mail: craigfa@westminster.edu

Professor Expectations:

As your instructor, I have certain expectations for each of you throughout your time in my classroom. In order for you to be prepared for success within a professional environment, you must be willing to put forth the effort, accept personal responsibility for your learning, and come to class prepared and on time. This course will require considerable work both in and outside of the classroom, and I assure you of my willingness to assist you in your efforts. So that we may get the most out of our time together, please abide by the following requests:

- Please turn off or set to vibrate all cell phones prior to the start if class. If you need to make a call, please step out of class and return when you are finished.
- No text messages will be tolerated during class and especially during exams.
- MP3 players are to be turned off prior to the start of class. Please remove all earphones (both ears) until after class has finished.
- Please limit your personal conversations during class time. Excessive talking will not be tolerated.
- Please read the assigned readings prior to the start of the class/discussion and please arrive on time! Books are not optional and all lectures and assignments will come from the textbooks, online archives, and personal experience.
- Please feel free to bring/use your laptops/tablets or other note taking technologies. However, no recordings of any kind are to be taken during class; audio, video, snapchat, etc.
- Please give your best effort at all times!

Assignments and Point Values:

There will be three exams and three individual projects to be turned in for grading.

Please note that all assignments and associated due dates will be posted on D2L. While each assignment will be discussed in depth and referenced each
class, it is ultimately YOUR RESPONSIBILITY to ensure that you complete/upload all assignments on time. The following chart will help you keep track of the graded assignments and the grades you have received:

<table>
<thead>
<tr>
<th>Assignment</th>
<th>Points</th>
<th>Percentage</th>
<th>Total Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>IP 1 Interview</td>
<td>100</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>IP 2 Landmark Staffing</td>
<td>100</td>
<td>5%</td>
<td></td>
</tr>
<tr>
<td>IP 3 Job Shadow</td>
<td>100</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>Exam 1</td>
<td>100</td>
<td>25%</td>
<td></td>
</tr>
<tr>
<td>Exam 2</td>
<td>100</td>
<td>25%</td>
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<tr>
<td>Exam 3</td>
<td>100</td>
<td>25%</td>
<td></td>
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<tr>
<td>Total</td>
<td>500</td>
<td>100%</td>
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</table>

**Individual Project 1 – Informational Interview & Career Readiness**

Students will interview someone in the desired industry to garner an understanding of the workplace and how to best plan to join that industry. This assignment is given early in the semester and due later in the semester so do not delay.

**Individual Project 2 – Landmark Event Staffing & Experiential Learning**

Students will work a game at Heinz Field with Landmark Event Staffing (Sunday, October 8th) to better understand and apply the topics of the course to the sports business industry.

**Individual Project 3 – Job Shadow & Career Readiness**

Students will develop their career readiness skills through networking and securing job shadowing opportunities to be completed over the semester or winter break.

<table>
<thead>
<tr>
<th>Day</th>
<th>Date</th>
<th>Topic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mon</td>
<td>28-Aug</td>
<td>Introduction and Course Overview</td>
</tr>
<tr>
<td>Wed</td>
<td>30-Aug</td>
<td>How Things Work: TV Broadcasting</td>
</tr>
<tr>
<td>Fri</td>
<td>1-Sep</td>
<td>How Things Work: TV Broadcasting</td>
</tr>
<tr>
<td>Mon</td>
<td>4-Sep</td>
<td>How Things Work: Team Costs</td>
</tr>
<tr>
<td>Wed</td>
<td>6-Sep</td>
<td>How Things Work: Team Costs</td>
</tr>
<tr>
<td>Fri</td>
<td>8-Sep</td>
<td>TBA</td>
</tr>
<tr>
<td>Mon</td>
<td>11-Sep</td>
<td>How Things Work: Leagues, Competitive Balance, Revenue Sharing, Expansion</td>
</tr>
<tr>
<td>Wed</td>
<td>13-Sep</td>
<td>How Things Work: Leagues, Competitive Balance, Revenue Sharing, Expansion</td>
</tr>
<tr>
<td>Fri</td>
<td>15-Sep</td>
<td>How Things Work: Player Pay</td>
</tr>
<tr>
<td>Mon</td>
<td>18-Sep</td>
<td>How Things Work: Player Pay</td>
</tr>
<tr>
<td>Date</td>
<td>Day</td>
<td>Course</td>
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<tr>
<td>Wed 20-Sep</td>
<td>How Things Work: Labor Relations</td>
<td></td>
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<tr>
<td>Fri 22-Sep</td>
<td>How Things Work: Labor Relations</td>
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<tr>
<td>Mon 25-Sep</td>
<td>How Things Work: Subsidies</td>
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<tr>
<td>Wed 27-Sep</td>
<td>How Things Work: Subsidies</td>
<td></td>
</tr>
<tr>
<td>Fri 29-Sep</td>
<td><strong>Exam 1: TV Broadcasting - Subsidies</strong></td>
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<tr>
<td>Mon 2-Oct</td>
<td>How Things Work: Stadiums</td>
<td></td>
</tr>
<tr>
<td>Wed 4-Oct</td>
<td>How Things Work: Stadiums</td>
<td></td>
</tr>
<tr>
<td>Fri 6-Oct</td>
<td>How Things Work: College Sports</td>
<td></td>
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<tr>
<td>Mon 9-Oct</td>
<td>How Things Work: College Sports</td>
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<tr>
<td>Wed 11-Oct</td>
<td>Management</td>
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<tr>
<td>Fri 13-Oct</td>
<td>Management</td>
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<tr>
<td>Mon 16-Oct</td>
<td>Marketing Sales</td>
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<tr>
<td>Wed 18-Oct</td>
<td>Marketing Sponsorships</td>
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<tr>
<td>Fri 20-Oct</td>
<td>Media Relations</td>
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<tr>
<td>21-24</td>
<td><strong>Fall Break</strong></td>
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<tr>
<td>Wed 25-Oct</td>
<td>Finance</td>
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<tr>
<td>Fri 27-Oct</td>
<td>Finance</td>
<td></td>
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<tr>
<td>Mon 30-Oct</td>
<td><strong>Exam 2: Stadiums - Finance</strong></td>
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<tr>
<td>Wed 1-Nov</td>
<td>Law</td>
<td></td>
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<tr>
<td>Fri 3-Nov</td>
<td>Law</td>
<td></td>
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<tr>
<td>Mon 6-Nov</td>
<td>Facility/Events</td>
<td></td>
</tr>
<tr>
<td>Wed 8-Nov</td>
<td>Facility/Events</td>
<td></td>
</tr>
<tr>
<td>Fri 10-Nov</td>
<td>Youth/HS</td>
<td></td>
</tr>
<tr>
<td>Mon 13-Nov</td>
<td>Youth/HS</td>
<td></td>
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<tr>
<td>Wed 15-Nov</td>
<td>College</td>
<td></td>
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<tr>
<td>Fri 17-Nov</td>
<td>College</td>
<td></td>
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<tr>
<td>Mon 20-Nov</td>
<td>Professional</td>
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<tr>
<td>22-26</td>
<td><strong>Thanksgiving Break</strong></td>
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<tr>
<td>Mon 27-Nov</td>
<td>Professional</td>
<td></td>
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<tr>
<td>Wed 29-Nov</td>
<td>Agents</td>
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<tr>
<td>Fri 1-Dec</td>
<td>Agents</td>
<td></td>
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<tr>
<td>Mon 4-Dec</td>
<td>Recreation</td>
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<tr>
<td>Wed 6-Dec</td>
<td><strong>Job Shadowing Due</strong></td>
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<tr>
<td>Fri 8-Dec</td>
<td>Present Informational Interviews</td>
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<tr>
<td>Tues 12-Dec</td>
<td><strong>Finish Presentations, Exam 3: Law - Recreation</strong></td>
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It is highly recommended that you track your grades in the above-referenced “assignment chart”. Additionally, please be advised that ALL graded assignments ARE/WILL BE listed within the Coursework page on D2L. All grades will be uploaded and can be viewed within the Gradebook on D2L once the due date has passed and the assignment has been graded. Please note the following grading scale for this course:
<table>
<thead>
<tr>
<th>Grading Scale</th>
<th>Grade</th>
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<tbody>
<tr>
<td>93-100</td>
<td>A</td>
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<tr>
<td>90-92.99</td>
<td>A-</td>
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<tr>
<td>87-89.99</td>
<td>B+</td>
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<tr>
<td>83-86.99</td>
<td>B</td>
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<tr>
<td>80-82.99</td>
<td>B-</td>
</tr>
<tr>
<td>77-79.99</td>
<td>C+</td>
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<tr>
<td>73-76.99</td>
<td>C</td>
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<td>70-72.99</td>
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<td>67-69.99</td>
<td>D+</td>
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<tr>
<td>63-66.99</td>
<td>D+</td>
</tr>
<tr>
<td>60-62.99</td>
<td>D-</td>
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<tr>
<td>0-59.99</td>
<td>F</td>
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