Course Syllabus: Introduction to the Sport Industry
Gordon T. & Ellen West College of Education
SPAD 5843 Section X20 & DX1
Spring 2025: January 21 – March 20

Contact Information

Instructor: Dr. Sandra Shawver
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Office Hours

Monday 11:00 AM-1:00 PM
Tuesday 10:00 AM-12:00 PM
Wednesday 12:00 PM-1:00 PM

Course Description
An opportunity for students to interact with, and learn from professionals in the various areas of sport administration. The course utilizes video conferencing personal interviews, and presentations via various meeting platforms with collegiate, professional (major & minor league), interscholastic, community amateur sport industry leaders and executives. As available sport entrepreneurs, player agents, franchise owners, etc., will share their experiences and hands-on knowledge. Students will engage in specific leadership and administrative learning experiences to assist in the development of a personalized skill assessment (hard & soft skills) and resume' needed to secure a position as a sport administrator in the field of their choosing.

Textbook & Instructional Materials

Pedersen (2025). Contemporary Sport Management (8th Ed). *Human Kinetics.*
APA Publication Manual, 8th Ed.
 Purdue Owl : APA Formatting and Style Guide
https://owl.english.purdue.edu/owl/resource/560/8/

Suggested Resource: Street and Smith's *SportBusiness Journal*

Class Meeting Places & Times

D2L Class Portal – This course is a fully online course using MSUTexas D2L platform. Students are expected to check in a minimum of three (3) days each week to be able to stay up to date on presentations, available material and assignments. Additionally, YouTube, ZOOM and/or Flip will be used in this course for some presentations/lectures/assignments.

ZOOM Meetings: January 23 @ 8:00PM; February 19 @ 8:30PM & TBA @ 8:30PM

Instructor Response Policy

During the week, I will typically respond to your emails with 24-48 hours. Any emails received over the weekend will receive a response no later than Tuesday by noon. Emails received during an academic break will be answered once we return to campus.

Before emailing, make sure to follow the "Three then Me" rule. The "Three then Me" rule says that you search for your answer regarding the course in at least three other places before emailing me. For example, if you have a question about an assignment, you should consult your syllabus, your grading scale or rubric, or the assignment description on Desire 2 Learn. Please check three sources before emailing me your question. It is very likely you'll find the answer and not need to email me. If you don't find the answer, and need clarification, feel free to email me.

Student Email Usage

Students are required to use their MSUTexas email address for all correspondence during this course. Check that your MSUTexas email address is the one listed in your D2L Personal Information. Using your MSUTexas address ensures your privacy. If you have a different email account, you can forward your MSUTexas email to that account, but I will only send and respond to emails within the D2L portal or from a MSUTexas address. Please make sure to include your name on any email that you send. Students are required to check your MSUTexas email a minimum of two (2) days per week. Do not e-mail any assignments without prior approval.

Required Technology Skills

All students must have internet access and be able to: send and receive e-mail, create, send and receive Microsoft Word, Excel, Publisher or PowerPoint documents; use Google documents, sites & slides, use Desire 2 Learn portal through MSUTexas portal, download/use Flip Grid and ZOOM Meeting platform for class assignments/meetings & presentations, post to discussion boards, appropriately use internet links and websites such as Google Docs, Sites, Slides, YouTube, etc.

Taking an online class requires you to have access to a computer (with Internet access) to complete and upload your assignments. It is your responsibility to have (or have access to) a working computer in this class. *Assignments and tests are due by the due date, and personal computer technical difficulties will not be considered reason for the instructor to allow students extra time to submit assignments, tests, or discussion postings.* Computers are available on campus in various areas of the buildings as well as the Academic Success Center. Your computer being down is not an excuse for

missing a deadline!! There are many places to access your class! Our online classes can be accessed from any computer in the world which is connected to the internet. Contact your instructor immediately upon having computer trouble If you have technical difficulties in the course, there is also a student helpdesk available to you. The college cannot work directly on student computers due to both liability and resource limitations however they are able to help you get connected to our online services. For help, log into [D2L](#).

Course Prerequisites

There are no pre-requisites for this course. However, typically students should have a base in sport management, kinesiology, coaching or a related discipline prior to taking this course. Students should be familiar with the research databases available through the MSU library and have a working knowledge of the academic journals in the sport management discipline.

Course Objectives

Students will:
1. Define sport management and discuss the nature and scope of opportunities in the sport industry.
2. Explain the importance of a professional perspective and the impact of networking in developing relationships and a subsequent career.
3. Demonstrate an understanding of theories of management, leadership, and organizational behavior and how these theories are applied in sport enterprises.
4. Exhibit critical professional skills and attitudes.

General Preparation & Submission of Assignments and Projects Policies

Students must follow the APA Style Manual 7th Ed. as the sole citation and reference style used in written work submitted as part of coursework to the university. Assignments completed in a narrative essay or composition format must follow these formatting and citation rules throughout. These include all assignments are to be double spaced (unless otherwise specified in the instructions) paragraphs should be indented, a title page that includes the title of the document, student name, department and university name, course number and name, instructor name, date due and page numbers in the upper right corner. A separate reference page will be included formatted per the APA 7th Ed. manual. At a minimum 85% of all references used should stem from refereed, journals, papers and presentations, or industry journals. Use of popular press sources should be very limited. All sources used in your assignment must appear on the reference page in alphabetical order and must be included in the text of the assignment. Failure to do so may result in an automatic "F" for that assignment. For information on the difference between a quality academic source and a popular source, consult the course information module for an explanatory paper.

All work must be original by the individual student. Any group work must be original work by that group and/or performed by that group.

Grading/Assessment

<u>Assignment Deadlines</u>
All assignments will be due by the deadline set on the day that they are due and submitted in D2L. If, without prior approval (minimum of 48 hours), an assignment is turned in late, a deduction of 5 points per day will be enforced. Any instructor approved late assignments turned in more than 5 days late will not be accepted or graded. Any assignment not pre-approved by the instructor to be submitted late will not be accepted or graded. This is a fast-paced course as it is only eight weeks in length, since some assignments are layered it is important to stay on pace throughout the course with your readings and work.

<u>Grading</u>
All assignments must be typed for credit (work will only be accepted if it is typed). Format – FOR ALL PAPERS: 12-point Times New Roman or Ariel font, one (1) inch margins, and double-spaced. The title page should have your title of the paper, student name, class, section number, and the semester of course, the professors name and the assignment due date centered on the page. Papers that do not follow this format will incur up to a 5 point deduction before grading of the content has been done. APA 7th edition formatting applies to all written work submitted and deductions will be taken for incorrect spelling, grammar, citations and references headings and cover page requirements. See each individual assignment for more detail. Assignments that are submitted as a pdf, notes, google, etc. will not be graded until it is resubmitted in the correct format. Consequently, that assignment will receive the 5 point/day deduction for being late from the date returned to the student by the professor.

The MSU writing lab is available to all MSU students Writing Center
The office of Disability Support Services provides information and assistance and arranges accommodations information and assistance and arranges accommodations and staff.

A student/employee who seeks accommodations based on disability must register with the Office of Disability Support Services. Per the law, MSU provides students with documented disabilities with academic accommodations. If you are a student with a documented disability, please contact the instructor before classroom accommodations can be provided. The Disability Support Services may be contacted at 940-397-4140 (voice), 940-397-4515 (TDD), Disability Support Services, or visit 3410 Taft Blvd., Clark Student Center Room 168.

Course Calendar

Part 1   **January 21 – February 2**
Topics: Managing Sport & Developing a Professional Perspective

Readings: Chapters 1 - 2
Assignments: Review D2L & course syllabus
                Student Introductions & Goals DB **January 20 – 27**
                ZOOM Class meeting; Thursday, **January 23 @ 8:00 PM**
                The Future of Sport; **January 27**
                 Future Career in Spt Mgmt Resources DB **Jan. 24 – Feb. 2**

Part 2   **February 3 – 16**

Topics: Managing & Leading in Sport Organizations, Sociological Aspects of Sport Management and Sport Management and Marketing Agencies

Readings: Chapters 4, 5 & 11
               ZOOM Class Meeting; Thursday, **February 8 @ 9:00 PM**
Assignments: Working in the Sport Industry Discussion Board
               Mini Analysis #1   **Due February 9**
               Quiz #1 over Chapters 1, 2, 4, 5 & 11. **Due February 16**

Part 3   **February 17– March 2**

Topics: E-Sports and Emerging Developments in
               Sport Management

Readings: Chapters 13 and 14
Assignments: Sport Managers Presentations Review **February 8 – 13**
               E-Sports Streaming Platforms   **Due February 20**
               AI, VR, AR Technologies and ChatGPT   **Due March 1**

Part 4   **March 3 – March 21**

Topics: Analytics in the Sport Industry and Legal Considerations in Sport Management

Readings: Chapters 17 & 21
Assignments:

               Sport Analytics   **Due March 9**
               Mini- Analysis #2   **Due March 18**
               Quiz #2 – over Chapters 13, 14, 17 & 21   **Due March 20**

Other potential Assignments
       Working in the Sport Industry Discussion
       Industry Overview & Current Issues Paper

Tentative Course Assignments:

<u>Online Discussion Activities:</u> Students are required to participate in online discussions by posting to the D2L discussion board and/or a selected video platform that are assigned during the course. Discussions will focus on chapters from our text along with supplemental information/material provide by the instructor. Each student will read the designated material, and be prepared to thoroughly participate in the assigned discussion vial the D2L discussion board. See the Discussion Board/video Rubric for specific grading criteria.

Online Quizzes: Students will complete chapter quizzes after reading each chapter assigned from the text along with any ancillary material supplied by the professor (e.g., YouTube videos, guest speakers and other information) as is relevant.

"The Future of Sport": After reviewing information in the link supplied students are to write a paper in which they explain the drivers of change, describe the possible outcomes of these changes, and discuss which outcomes they believe are most probable, providing reasons for your choices.

Mini – Analysis: This assignment aligns with Course Objectives 1, 3 & 4. The purpose of this Mini Analysis/Assessment is to illustrate your understanding and apply the concepts & information outlined in select chapters.

E-Sports Streaming: Students will visit and research esports streaming platform Twitch at www.twitch.tv/. Write a 500-word summary on the main features of its platform that facilitates the interactions between streamers and audiences, and discuss its potential implications to sports streaming.

Chatbot Applications: Discuss the potential applications of a chatbot (e.g., ChatGPT) in two of the following fields: sport marketing, sport communication, sport analytics, and sport event operation.

NCAA Sport Analytics: Students are to select a team sport within the NCAA Division II Lone Star or New England Men's and Women's Athletic Conference to complete this assignment. The sport needs to be one that generally does not have ties or draws. Data to be collected should be from either the 2022, 2023 or 2024 season.

Assessments

Description of Evaluation	Possible Points	Total Points	% of Final Grade
Discussion Board/ (4)	20.00	80.00	23.2%
Quizzes (2)	25.00	50.00	14.6%
The Future of Sport	25.00	25.00	7.2%
Mini Analysis (2)	45.00	90.00	26.0%
E-Sports Streaming	25.00	25.00	7.2%
Chatbot Applications	25.00	25.00	7.2%
NCAA Sport Analytics	50.00	50.00	14.6%
Total		**345.00**	**100.00%**

Grading Scale

A = 90%	311+
B = 80%	276 - 310
C = 70%	241 - 275

F = <70%	0 - 240

Student Handbook

Refer to: Student Handbook 2023-2024

Academic Misconduct Policy & Procedures
Academic Dishonesty: Cheating, collusion, use of AI passed off as original writing, and plagiarism (the act of using source material of other persons, either published or unpublished, without following the accepted techniques of crediting, or the submission for credit of work not the individuals to whom credit is given).

Additional guidelines on procedures in these matters may be found in the Office of Student Conduct/Rights & Responsibilities.

a. The term "cheating" includes, but is not limited to (1) the use of any unauthorized assistance in taking quizzes, tests, or examinations; (2) dependence upon the aid of sources beyond those authorized by the instructor in writing papers, preparing reports, solving problems, or carrying out other assignments; or (3) the acquisition without permissions, of tests or other academic material belonging to a member of the university, faculty, or staff.
b. The term "plagiarism" includes, but is not limited to, the use by paraphrase or direct quotation of another person's published or unpublished work without full and clear acknowledgment. The use of AI. It also includes the unacknowledged use of materials prepared by another person or agency selling term papers or other academic materials.
c. "collusion" means collaboration with another person in preparing work offered for credit if the faculty member in charge does not authorize that collaboration.

Plagiarism is a serious academic offense and goes against the principles of integrity and originality that are essential in an educational setting. In this course, we uphold a zero-tolerance policy towards plagiarism and the use of AI-generated content without proper attribution. It is crucial that all students understand and adhere to this policy to maintain the academic integrity of the course.

Plagiarism is the act of presenting someone else's work, ideas, or intellectual property as one's own without appropriate acknowledgment. This includes, but is not limited to, copying and pasting from online sources, using another student's work, paraphrasing without proper citation, and using AI-generated content without proper attribution.

The use of AI-generated content is not permitted in this course, unless explicitly specified by the instructor. If the use of AI-generated content is allowed for specific assignments, students must disclose this fact and provide appropriate attribution to the AI tool used. Most importantly, you must provide citations and references for all generative AI information used. Since generative AI information is not reproducible, you should save copies of the information you obtained and include those documents in appendices attached to your paper or project. Full citation information can be found at the APA How to Cite link. How to Cite ChatGPT

Self-plagiarism refers to submitting work for credit that is the same or substantially similar to work prepared or submitted for another course, without appropriate citation. This includes reusing previous assignments, papers, presentations, or other submissions without instructor approval. Self-plagiarism gives the impression of original work, when in fact the content has already been submitted for assessment elsewhere.

Students should be aware that turning in the same or similar papers for multiple classes violates academic integrity, unless expressly authorized by the instructor. To avoid self- plagiarism, communicate openly with your instructor about building on existing work or repurposing prior submissions. Provide proper citations for any previous work referenced. Unless the instructor indicates otherwise, all assignments submitted for this course must be newly prepared by you and you alone for this specific class.

Any instance of plagiarism, AI generated content, and/or self-plagiarism will be subject to disciplinary action in accordance with the Academic Integrity Policy outlined in the Student Handbook-2023-2024.

Office of Student Conduct

Make Up Work/Tests
Any make up work will be decided on a case to case situation.

Important Dates
Last day for term schedule changes: . January 24: Check date on Academic Calendar.
Deadline to file for graduation: May graduation is February 17: Check date on Academic Calendar.
Last Day to drop with a grade of "W:" . 4:00 PM on March 5 Check date on Academic Calendar.
Refer to: Drops, Withdrawals & Void

Desire-to-Learn (D2L)
Extensive use of the MSU D2L program is a part of this course. Each student is expected to be familiar with this program as it provides a primary source of communication regarding assignments, examination materials, and general course information. You can log into D2L through the MSU Homepage. If you experience difficulties, please contact the technicians listed for the program or contact your instructor.

Attendance
Students are highly encouraged to attend all meetings of the classes in which they are enrolled. Although in general students are graded on intellectual effort and performance rather than attendance, absences may lower the student's grade where class attendance and class participation are deemed essential by the faculty member. In those classes where attendance is considered as part of the grade, the instructor should so inform students of the specifics in writing at the beginning of the semester in a syllabus or separate attendance policy statement. An instructor who has an attendance policy must keep records on a daily basis. The instructor must give the student a verbal or written warning prior to being dropped from the class. Instructor's records will stand

as evidence of absences. A student with excessive absences may be dropped from a course by the instructor. Any individual faculty member or college has the authority to establish an attendance policy, providing the policy is in accordance with the General University Policies.

Change of Schedule

A student dropping a course (but not withdrawing from the University) within the first 12 class days of a regular semester or the first four class days of a summer semester is eligible for a100% refund of applicable tuition and fees. Dates are published in the Schedule of Classes each semester.

Refund and Repayment Policy

A student who withdraws or is administratively withdrawn from Midwestern State University (MSU) may be eligible to receive a refund for all or a portion of the tuition, fees and room/board charges that were paid to MSU for the semester. HOWEVER, if the student received financial aid (federal/state/institutional grants, loans and/or scholarships), all or a portion of the refund may be returned to the financial aid programs. As described below, two formulas (federal and state) exists in determining the amount of the refund. (Examples of each refund calculation will be made available upon request).

Services for Students with Disabilities

In accordance with Section 504 of the Federal Rehabilitation Act of 1973 and the Americans with Disabilities Act of 1990, Midwestern State University endeavors to make reasonable accommodations to ensure equal opportunity for qualified persons with disabilities to participate in all educational, social, and recreational programs and activities. After notification of acceptance, students requiring accommodations should make application for such assistance through Disability Support Services, located in the Clark Student Center, Room 168, (940) 397-4140. Current documentation of a disability will be required in order to provide appropriate services, and each request will be individually reviewed. For more details, please go to Disability Support Services.

College Policies

Plagiarism Statement

> "By enrolling in this course, the student expressly grants MSU a 'limited right' in all intellectual property created by the student for the purpose of this course. The 'limited right' shall include but shall not be limited to the right to reproduce the student's work product in order to verify originality, authenticity, and educational purposes." from Student Handbook

Senate Bill 11

Senate Bill 11, passed by the 84th Texas Legislature, allows licensed handgun holders to carry concealed handguns on campus, effective August 1, 2016. Areas excluded from concealed carry are appropriately marked, per state law. For more information regarding campus carry, please refer to the University's webpage at Campus Carry.

Smoking/Tobacco Policy
College policy strictly prohibits the use of tobacco products in any building owned or operated by WATC. Adult students may smoke only in the outside designated-smoking areas at each location.

Alcohol and Drug Policy
To comply with the Drug Free Schools and Communities Act of 1989 and subsequent amendments, students and employees of Midwestern State are informed that strictly enforced policies are in place which prohibits the unlawful possession, use or distribution of any illicit drugs, including alcohol, on university property or as part of any university-sponsored activity. Students and employees are also subject to all applicable legal sanctions under local, state and federal law for any offenses involving illicit drugs on University property or at University-sponsored activities.

<div align="center">Grade Appeal Process</div>

Update as needed. Students who wish to appeal a grade should consult the Midwestern State University MSU Catalog

Notice
Changes in the course syllabus, procedure, assignments, and schedule may be made at the discretion of the instructor.