

# **Administration in Sport Management**

3.0 Credits

01:955:406, Section 90

Semester: Fall, 2022

Department of Kinesiology and Health

Rutgers University

## **Course information**

Restrictions: Open to Seniors Only, must have completed 90 credits.

Course learning site: Canvas <https://canvas.rutgers.edu/>

Online format: Asynchronous

Class lectures will be provided using: PowerPoint and YouTube Videos.

Technology requirements for this course:

- 1) Microsoft Office (Word, PowerPoint and Excel). A free student version of this software is available for students here: [getoffice.rutgers.edu](http://getoffice.rutgers.edu).
- 2) Webcam & Microphone.
- 3) PackBack Community Subscription

## **Instructor information**

Instructor: Jason V. Henderson, MMS, JD

Email: [jason.v.henderson@rutgers.edu](mailto:jason.v.henderson@rutgers.edu)

Virtual office hours: Tuesday and Thursday 4:00pm-5:30pm

Virtual office hours format: WebEx, recurring meeting invitation will be provided on Canvas.

Canvas email will be used for all information/communication related to this course.

## **Required Course Materials**

1. **Sport Management: Principles and Applications, 6th Edition**  
**By Russell Hoye, Katie Misener, Michael L. Naraine, Catherine Ordway**  
**Routledge (2022)**  
**ISBN 9781003217947 (eBook)**
2. **PackBack Community Subscription (\$39)**  
**Discussion moderation platform**  
**Details and instructions distributed on Canvas**

## **Course Description**

Concepts of administrative processes, systems, and styles with application to various sport environments. Includes program, facility, fiscal, and personnel management.

Open only to senior majors. Must have 90 credits.

This course partially fulfills the Sport Management Major and Minor requirements.

## **Course Learning Objectives**

By the conclusion of this course, student-learners will:

1. Conduct a preliminary program feasibility analysis at an advanced/professional level.
2. Insightfully explore the larger implications and connections between program scope and population served. Identifying the implications of these decisions and set a plan for appropriate program delivery and equal access.

3. Provides a sophisticated evaluation of the interconnected requirements for the facility, staff and participants based upon known risks and program obligations determined by regulations, industry standards and governing body requirements.
4. Critically and thoughtfully evaluate personnel management concepts including crafting a job description detailing essential job functions and qualifications based upon relevant regulatory and/or governing body requirements.
5. Demonstrate a sophisticated understanding of the hiring process to ensure no conflicts of interest exist and training requirements met once hired.
6. Identify the larger implications of public or private facility selection. Specifically, how this choice requires an analysis about either the appropriate use of public resources, or bidding requirements.
7. Provide a sophisticated evaluation of fiscal management principles through the implementation of a detailed accounting authorization policy including the use of Requisitions and Purchase Orders prior to expense authorization and Expense Reports for expenses are incurred without prior authorization.

### **Online Learning**

This course will provide optimize the online learning medium to deliver robust content and simulate a decentralized workplace of the modern age. Lectures will be provided in short 15-20 minute clips covering both the core concepts and applied skills. The assignments will be mapped with the specific activities and videos that provide the specific instruction on the topics, so students may re-watch these as needed.

### **Grading Policy**

- This class uses a points-based system to calculate grades. The description of each assignment includes how many points it is worth. The total numbers points for this class are:

<b>Assignment</b>	<b>Points</b>	<b>Percent of Grade</b>
Online Quizzes (14 x 15 points)	210	21%
Case Studies (14 x 25 points)	350	35%
Final Project	400	40%
Final Project Discussion	40	4%
<b>Total</b>	<b>1,000</b>	<b>100%</b>

- Assignments are due by 11:59 PM on the due dates listed below unless otherwise noted.
- Assignments turned in late will receive 0 points unless the student communicates with the instructor BEFORE the due date and receives written approval of an extension, or in cases of emergency.
- Concerns about a graded assignment must be brought to the instructor within seven days of receiving the grade. Assignment grades are finalized after this seven day period.
- Grades on Canvas will be updated regularly; if you notice any discrepancies or have questions, please do not wait until the end of the semester – let your instructor know right away.

<b>Letter Grade</b>	<b>Percent</b>	<b>Points Needed</b>
A	90-100	900+
B+	85-89.9	850-899

B	80-84.9	800-849
C+	75-79.9	750-799
C	70-74.9	700-749
D	60-69.9	600-699
F	0-59.9	599 or lower

### **Assignments**

*Online Quizzes (15 points/each x 14 = 210 points, 21% of grade)*

Students will complete a timed (15-minute) quiz consisting of short-answer questions on Canvas for each of the 14 modules in the course. **Each of the 14 quizzes will be available for a 5-day period and will be due on Canvas at 11:59pm.**

*Final Project (400 points, 40% of grade)*

Students will complete a (5,000+ word) comprehensive final project conducting a feasibility report for a prospective program within a township's recreation department. Students will be required to thoroughly analyze a variety of external sources including, but not limited to statutes, industry standards, insurance requirements, injury reports, and geographic data.

The final project must include the following sections:

- 1) *Program Overview* - Scope of program, population served, and equal access.
- 2) *Facility Use* - Public/private facility selection, and corresponding discussion about either the use of public resources, or the bidding requirements.
- 3) *Personnel Management* - Job Description including essential job functions and qualifications, hiring process to ensure no conflicts of interest exist, and training requirements and documentation.
- 4) *Legal Requirements* - Program obligations for facility safety, staff certifications and participant duties/membership. Legal requirements including disclosure of known risks and program obligations based on regulations and industry standards.
- 5) *Fiscal Management* - Sources of program funding, and accounting authorization policies.

**This is an individual assignment and will be available for 5-weeks. The assignment will be due on Canvas at 11:59pm on 12/17/2021.**

*Case Studies (25 points/each x 14 = 350 points, 35% of grade)*

Students will submit on Canvas a detailed response to the Case Study questions within the corresponding book chapter for each of the 14 modules in the course. Initial posts must address the main elements of the topic, integrate assigned readings and resources provided in the modules and will frequently require students to supplement this with external sources to support their assertions and show evidence of synthesizing the topics to be applied within their specific sport. The comments on other posts must be unique and reference specific elements from the initial post, as opposed to a general question/comment on the topic.

### **Special Note Regarding Online Graded Discussion Posts:**

Case Study Discussion participation is a requirement for this course, and the Packback Questions

platform will be used for online discussion about class topics. Packback Questions is an online community where you can be fearlessly curious and ask open-ended questions to build on top of what we are covering in class and relate topics to real-world applications.

There will be a Weekly Sunday at 11:59PM EST deadline for submissions. In order to receive full credit, you should submit the following per each deadline period:

- 1 Initial student post every week with a minimum Curiosity Score of 50 (worth 10 points of each assignment grade)
- 3 Responses every week with a minimum Curiosity Score of 50 (worth 5 points each = 15 points total of each assignment grade)
- Half credit will be provided for questions and responses that do not meet the minimum curiosity score.
- **Each of the 14 Case Study assignments will be available for a 7-day period and will be due on Canvas at 11:59pm.**

### How to Register on Packback:

Note: Only access Packback through Canvas in order to ensure your grades sync properly

1. Click the Packback assignment link within Canvas to access the community
2. Follow the instructions on your screen to finish your registration.
3. **In order for your grade to be visible in Canvas** make sure to click each Packback assignment link as you post your Packback submissions.

### How to Get Help from the Packback Team:

If you have any questions or concerns about Packback throughout the semester, please read their FAQ at [help.packback.co](http://help.packback.co). If you need more help, contact their customer support team directly at [help@packback.co](mailto:help@packback.co).

For a brief introduction to Packback Questions and why we are using it in class, watch this video:

<https://www.youtube.com/watch?v=OV7QmkrD68>

### Summary of Assignments with Due Dates

Assignment	Due Date	Points	Percent of Grade
Chapter Quiz (14 x 15 points)	Weekly	210	21%
Case Studies (14 x 25 points)	Weekly	350	35%
Final Project	12/9/21	400	40%
Final Project Discussion	12/12/21	40	4%
<b>Total</b>		<b>1,000</b>	<b>100%</b>

### Rubric for Final Paper

	68-80 Points	48-67 Points	0-47 Points
<b>Program Overview 80 points</b>	Specific description of the program scope and population served. Identifies implications of these	General description of the program scope, population served and equal access. Does not	Cursory description of the program. No information provided regarding program

	decisions and sets a plan for appropriate program delivery and equal access.	provide a plan for program delivery.	scope, population served or equal access
<b>Facility Use 80 points</b>	Identifies a specific facility with a detailed analysis of the program requirements. Detailed analysis of the allocation of public spaces, or transparency in the bidding process for the use of this facility.	General description of a program facility. Does not address implications in the use of public resources or the bidding process.	Cursory discussion of basic facilities.
<b>Personnel Management 80 points</b>	Detailed job description that identifies essential job functions that are related to this position. Identifies specific qualification for the position based upon statutory requirements, national governing bodies or insurance requirements. Provides a specific plan for ensuring no conflict of interest exist within this position. Identifies a plan for conducting and documenting required training.	Specific job description with detailed job functions, requirements, and qualifications. However, provides no justification for these requirements. Does not provide sufficient procedural safeguards against a potential conflict of interest. Does not provide sufficient training and documentation procedures.	Provides a cursory job description with arbitrary requirements and qualifications. No discussion of conflict of interest or training procedures.
<b>Legal Requirements 80 points</b>	Identifies specific program obligations based upon specific regulations or insurance requirements. Communicates a clear understanding of the interconnected requirements for the facility, staff and participants based upon the intended structure and scope of the program. Identifies known risks associated with this program based upon properly referenced external sources.	General listing of applicable regulations and obligations. Does not identify which obligations apply based on the intended program structure, or how these obligations may influence the program structure itself. Fails to provide any information supporting the known risks associated with participation in this program.	Cursory discussion about the rules of the game, and general program requirements. Provides no specific regulations or obligations for the program. Cursory discussion of participation risks.
<b>Fiscal Management 80 points</b>	Identifies a detailed budget within each of the listed areas based upon clearly identified costs summaries. Provides specific revenue and expense projections for ongoing operation of the	Budget is specific, but does not discuss program or pricing constraints. Fails to provide a detailed expense authorization system.	General budget with no supporting information.

	program based upon program size, participation fees and additional sources of revenue. Identifies specific expenses that will need prior and/or post authorization from identified roles within the organization.		
<b>Total = 400 Points</b>			

## **Course Policies and Procedures**

### **Academic Integrity**

Students are responsible for becoming familiar with the definitions, procedures and sanctions outlined in Rutgers University Academic Integrity Policy before submitting any assignment or exam. The policy can be found at: <http://nbacademicintegrity.rutgers.edu/>

All students should conduct themselves with the highest standards of academic honesty. Examples of academic dishonesty include: copying others' written work, not citing sources, and submitting the same assignments/papers multiple times in different courses. All incidences of questionable academic integrity are a serious matter and may result in a no grade (0.0) for the assignment or course. Academic dishonesty will not be tolerated and will be treated in accordance with Rutgers University Academic Integrity Policy.

### **Special Note Regarding Online Graded Discussion Posts:**

**Discussion posts will require students to post before reading or replying to other comments. Any attempts to bypass this step, such as by posting a blank post to read classmates submission, will be considered an academic violation.**

### **Expectations**

Edit as appropriate for your class

- Engage with all online class material
- Complete all assigned readings and assignments on time
- Actively participate in all class activities, including online discussions.
- Follow the honor code when completing all quizzes, and exams
- Ask questions to enhance understanding of the material
- Communicate with the instructor if you have questions pertaining to the material or the course
- Check your email and Canvas announcements regularly to stay informed about class updates

### **Email Etiquette**

When emailing your instructor, please use your Rutgers e-mail address and identify yourself by full name and course number. Students are expected to place the course number, followed by the subject, in the subject line, use appropriate e-mail etiquette, and maintain reasonable expectations for instructor responses. The instructor will respond to student emails within 1-2 business days.

### **Plagiarism**

By enrolling in this course, you are indicating implicitly that you have read, understood, and accepted Rutgers University's policies and procedures regarding academic integrity and dishonesty. Plagiarism and cheating will not be tolerated and all University policies apply. Specifically, if plagiarism or cheating is suspected, the student(s) will be asked to meet with the instructor. If the instructor concludes that an instance of plagiarism or cheating has occurred, the student(s) will be subject to an appropriate sanction or penalty outlined in Rutgers University Academic Integrity Policy.

*Please note that plagiarism is using the ideas or writings of another as one's own. It varies in degree and severity. The most severe is the use of another's entire paper word-for-word. Less severe is the use of another's sentence, paragraph, or ideas without giving credit to that individual (i.e., without providing a reference).*

#### Make-up Policy

No make-ups or extensions will be offered for missed assignments except in one of the following situations, provided that the instructor is notified in advance:

- Athletic or other Rutgers sponsored trips: Travel dates and times accompanied by a signed memo from the group's advisor/coach must be presented to the instructor prior to travel dates.
- Religious observances.
- Extenuating circumstances: This includes (but is not limited to) family emergencies, severe illnesses, accidents, etc. It will be up to the prerogative of the instructor whether or not the student will be allowed to take the make-up or receive an extension.

#### Diversity & Inclusion

The Department of Kinesiology and Health supports an inclusive learning environment wherein diversity and authenticity are valued. We are committed to creating a culture of equality that respects the diverse voices of our students, faculty and staff. We will continuously strive to create a curriculum and academic environment to reflect the community we serve, and drive innovation, social responsibility and excellence. Our diversity in thought, skill, and academic discipline is a resource and strength, which stands to benefit the whole and positively contribute to University and global reach.

## UNIVERSITY SERVICES

Service	Description	Contact Information
Student Accommodations	If you are a student in need of accommodations, please register with the <b>Office of Disability Services</b> in order to initiate the accommodations process. Please present your letter of accommodation to your instructor during the first week of the semester. Please note that accommodations are not retroactive.	(848) 445-6800 Lucy Stone Hall, Suite A 145, Livingston Campus, 54 Joyce Kilmer Avenue, Piscataway, NJ 08854 <a href="https://ods.rutgers.edu/">https://ods.rutgers.edu/</a>
Just In Case Web App	Access helpful mental health information and resources for yourself or a friend in a mental health crisis on your smartphone or tablet and easily contact CAPS or RUPD.	<a href="http://codu.co/cee05e">http://codu.co/cee05e</a>
Counseling, ADAP & Psychiatric Services (CAPS)	CAPS is a University mental health support service that includes counseling, alcohol and other drug assistance, and psychiatric services staffed by a team of professional within Rutgers Health services to support students' efforts to succeed at Rutgers University. CAPS offers a variety of services that include: individual therapy, group therapy and workshops, crisis intervention, referral to specialists in the community and consultation and collaboration with campus partners.	(848) 932-7884 17 Senior Street, New Brunswick, NJ 08901 <a href="http://www.rhscaps.rutgers.edu/">www.rhscaps.rutgers.edu/</a> Medical Services: <a href="http://health.rutgers.edu/medical-counseling-services/medical/">http://health.rutgers.edu/medical-counseling-services/medical/</a> Counseling Services: <a href="http://health.rutgers.edu/medical-counseling-services/counseling/">http://health.rutgers.edu/medical-counseling-services/counseling/</a>
Violence Prevention & Victim Assistance (VPVA)	The Office for Violence Prevention and Victim Assistance provides confidential crisis intervention, counseling and advocacy for victims of sexual and relationship violence and stalking to students, staff and faculty. To reach staff during office hours when the university is open or to reach an advocate after hours, call 848-932-1181.	(848) 932-1181 3 Bartlett Street New Brunswick, NJ 08901 <a href="http://www.vpva.rutgers.edu/">www.vpva.rutgers.edu/</a>
Academic Support	School of Arts and Sciences Academic Advising for personal, career, and educational goals.  Department of Kinesiology & Health Academic Advising for questions about Exercise Science or Sport Management major/minor requirements.	SAS: <a href="https://sasundergrad.rutgers.edu/">https://sasundergrad.rutgers.edu/</a>  Dept. of Kinesiology & Health: Daria Gonzalez Loree Gym, Room 110 Email: Daria.Gonzalez@rutgers.edu <a href="https://kines.rutgers.edu/academics/academic-advising">https://kines.rutgers.edu/academics/academic-advising</a>



## COURSE OVERVIEW

<b>Module</b>	<b>Topic</b>	<b>Reading</b>	<b>Quiz Due</b>	<b>Case Study Due</b>
1	Introduction / Sport Management	Chapter 1	Quiz Ch1 (9/9)	<b>Case Study Ch1 (9/11)</b>
2	Sport Policy	Chapter 2	Quiz Ch2 (9/16)	<b>Case Study Ch2 (9/18)</b>
3	Nonprofit Sport	Chapter 3	Quiz Ch3 (9/23)	<b>Case Study Ch3 (9/25)</b>
4	Professional Sport	Chapter 4	Quiz Ch4 (9/30)	<b>Case Study Ch4 (10/2)</b>
5	Sport Governance	Chapter 5	Quiz Ch5 (10/7)	<b>Case Study Ch5 (10/9)</b>
6	Legal Issues and Risk Management	Chapter 6	Quiz Ch6 (10/14)	<b>Case Study Ch6 (10/16)</b>
7	Strategic Management	Chapter 7	Quiz Ch7 (10/21)	<b>Case Study Ch7 (10/23)</b>
8	Organizational Design	Chapter 8	Quiz Ch8 (10/28)	<b>Case Study Ch8 (10/30)</b>
9	Human Resource Management	Chapter 9	Quiz Ch9 (11/4)	<b>Case Study Ch9 (11/6)</b>
10	Leadership in Sport	Chapter 10	Quiz Ch10 (11/11)	<b>Case Study Ch10 (11/13)</b>
11	Sport Organizational Culture	Chapter 11	Quiz Ch11 (11/18)	<b>Case Study Ch11 (11/20)</b>
12	Sport Marketing	Chapter 12	Quiz Ch12 (11/28)	<b>Case Study Ch 12 (11/30)</b>
13	Sport Media and Digital Technology	Chapter 13	Quiz Ch13 (12/2)	<b>Case Study Ch13 (12/4)</b>
14	Financial Management	Chapter 14	Quiz Ch14 (12/9)	<b>Case Study Ch14 (12/11)</b>
<b>Final Project (40%)</b>			<b>12/16</b>	
<b>Final Project Discussion (4%)</b>			<b>12/18</b>	