

Administration in Sport Management

Syllabus | Spring 2021

Professor: Art Berke

Department: Department of Kinesiology & Health, 01:955:406 (3 credits)

Online Learning Site: Canvas <https://canvas.rutgers.edu>

Information/Communication: Canvas email will be used for all information and communication in this course unless otherwise indicated.

Location: Virtual classes will be conducted via Webex

Technology Requirements: Computer with Webcam

Online Format Site: Synchronous

Dates & Time: Mondays/Thursdays, from 9:15 - 10:30 am
Thursday, January 21 - Thursday, April 29
(No classes during spring break — March 15 and 18)

Contact Information: ab.gsb@rutgers.edu, (201) 388.5419

Virtual Office Hours: By appointment only via Webex

REQUIRED TEXTS

- *Wooden on Leadership* by John Wooden and Steve Jamison, McGraw Hill. Needs to be read by February 22 ISBN #0-07-145339-3.
- *The Five Dysfunctions of a Team: A Leadership Fable* by Patrick Lencioni, Jossey-Bass (A Wiley imprint). Needs to be read by March 25. ISBN #978-0-7879-6075-9

REQUIRED READINGS

Readings should be done prior to the class indicated to give students a better understanding of the upcoming lecture.

Prior to February 1 lecture on administration of college athletics:

<https://online.adelphi.edu/articles/the-important-role-of-the-collegiate-athletic-administrator/>

Prior to February 11 lecture on administration in the Legends corporation:

<https://www.legends.net/>

Prior to February 15 lecture on administration of sales in the sports industry:

<https://www.sportsmanagementworldwide.com/content/various-types-sales-careers-sports>

Prior to February 18 lecture on administration in the NFL:

nfl.com

<https://heritagecapitalgroup.com/news/articles/top-five-reasons-to-run-your-business-like-an-nfl-franchise/>

<https://sidehustlehq.com/doing-business-with-the-nfl/>

Prior to March 4 lecture on administration in the Wasserman agency:

<https://www.teamwass.com/>

https://en.m.wikipedia.org/wiki/Wasserman_Media_Group

Prior to March 11 lecture on administration in the Ross Initiative for Sports Equality:

<https://risetowin.org/>

Prior to March 22 lecture on administration in the MLS:

<https://www.mlssoccer.com/>

https://en.m.wikipedia.org/wiki/Soccer_in_the_United_States

<https://www.bloomberg.com/opinion/articles/2019-12-20/soccer-is-the-future-of-u-s-professional-sports>

Prior to April 8 lecture on administration in FanDuel:

<https://www.fanduel.com/>

https://www.espn.com/chalk/story/_/id/19740480/the-united-states-sports-betting-where-all-50-states-stand-legalization

Prior to April 12 lecture on administration in the PGA:

[PGA.com](https://www.pgatour.com/)

[PGATOUR.COM](https://www.pgatour.com/)

<https://www.forbes.com/business-of-golf/>

Prior to April 15 lecture on administration in the NBA:

[nba.com](https://www.nba.com/)

<https://www.forbes.com/sites/joebarnathan/2020/05/27/the-nba-is-a-business-but-its-product-are-human-and-must-be-treated-as-such/?sh=ffd0f7c58675>

COURSE DESCRIPTION

Concepts of administrative processes, systems, and styles with application to various sport environments. Must have 90 credits. This course partially fills the Sport Management major requirement.

COURSE OBJECTIVES

- To develop an understanding of the real world principles of sports management through lectures, exercises, case studies and guest speakers.
- To help students examine their personal goals and skills in order for them to find the most suitable career in the sports industry.
- To help students understand the importance of networking.
- To help students go beyond understanding the academic world in order to be prepared to be a professional.
- To understand the importance of the soft skills in the professional world.

Online Learning

Students will be engaged through lectures, written assignments, class discussions, projects, videos, other visuals and guest speakers. My goal is to make the online learning as engaging as it would be in classroom with the above tools. I plan to forge close relationships with the students and encourage the students to bond with themselves despite the distance. Class participation is a must.

ASSIGNMENTS

1. **Sports Administration Reaction Papers** (10 reaction papers, 2 points each) (20 points): Students will submit a two-page, double-spaced paper focused on what resonated with them, as opposed to a chronological approach, during the various sports administration lectures/discussions. Subjects included are: college athletics, corporate partnerships, sales, non-profits and the industries of gambling, MLB, soccer, NBA and NFL. Before each class students will be assigned specific readings. Papers are required to be submitted via Canvas by 2:15 p.m., the beginning of the following class.

2. **Pyramid of Success project** (10 points): After studying Coach John Wooden's Pyramid of Success through reading the book, a lecture and class discussion, Students will be placed into groups to present a 5-7 minute presentation identifying their own version of the Pyramid leading to their particular definition of success. Each group will be required to meet virtually or through written communication to organize their presentations and will present to the class on March 1.
3. **The Five Dysfunctions of a Team assignment** (10 points): After reading the book of the same title, students will submit a five-page book report on their personal key learning outcomes. They also will submit a two-page paper on their own experiences with the five dysfunctions outlines. Assignments will be submitted via Canvas before 2:15 p.m. on March 25 and 29, respectively, and class discussions will take place.
4. **Mock Interviews** (10 points): I will conduct mock interviews via Webex with each student. Each student will be getting different questions (with the exception of one) and all will benefit from hearing all the interviews. That one question will be: "Tell me about yourself" where the student will create an elevator pitch, a 30-second answer that sums up his or her brand. Interviews for Groups 1-3 will be conducted during class on April 1 and Groups 4-6 on April 5.
 1. Elevator pitch
 2. Resume
5. **Class Participation/Attendance** (20 points): From the lectures to the guest speakers to the issue papers there will be substantial virtual class discussion. Students will be evaluated on their participation, both voluntary and from being called upon. They will be graded on the frequency and substance of their answers.
6. **Issue Papers** (Five 2-point current event papers) (10 points): The class will be assigned five two-page papers that will give students the opportunity to voice their educated opinions on five relevant business issues in the sports industry. They will be evaluated on their knowledge of the subject, accuracy of facts, research behind their opinions and creative insight. Papers will be submitted through Canvas by 2:15pm on the following dates: January 25, 28, March 22, April 8, 26.
7. **Final Project** (20 Points): Each student will be asked to submit a 5-7 power point of a subject of their choosing that involves an issue in sports that they are passionate about, i.e, Sports During Covid, Concussions, Rules Changes in Baseball. Students will be evaluated by their depth of research and creative presentation. Power points will be turned in before 2:15pm on Thursday, April 29.
8. **Additional Lectures** (0 points): Lectures/discussions will held on Leadership and Ethics.

GRADING

A:	90-100 points
B+:	89-85 points
B:	84-80 points
C+:	79-75 points
C:	74-70 points
D:	69-60 points
F:	59 or lower

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 points for this class is 100. Assignments are due by 2:15pm 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
- 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.
- Other readings will be assigned during the course of the class.

COURSE OVERVIEW

DUE DATE	ASSIGNMENT	LECTURE TOPIC

Thu Jan 21	Intro to Course. Students introduce themselves and their career interests.	Lecture on emerging sports landscape and where opportunities are.
Mon Jan 25	Issue Paper #1: Write a paper on how you would approach/solve issue of athletes kneeling for national anthem.	Lecture/discussion on effort for social justice in sports.
Thu Jan 28	Issue Paper #2: With technology taking over the lives of Gen Z and Millennials, how has tech changed sports in your lifetime.	Lecture/discussion on how tech has changed sports in your lifetime.
Mon Feb 1		Lecture/discussion on administration in college athletics.
Thu Feb 4	Reaction Paper #1: What was learned in lecture on college athletics – key points that resonated with you.	Lecture on Ethics. Students participate in exercise and provide examples of ethics decisions.
Mon Feb 8	Students bring in examples of good and bad leadership.	Lecture on leadership in management along with an exercise to further define term.
Thu Feb 11		Lecture on overview of corporate administration as it applies to the Legends Corporation.
Mon Feb 15	Reaction Paper #2: The key elements presented in previous corporate administration lecture and what resonated most with you with the Legends example.	Lecture on Sports Sales.
Thu Feb 18	Reaction Paper #3: Point out key elements from lecture on Sports Sales.	Lecture on inner workings of administration in the NFL.

Mon Feb 22	Reaction Paper #4: Submit a paper focused on key points discussed in lecture on NFL.	Lecture focused on deep dive on John Wooden's Pyramid of Success with student participation exercise.
Thu Feb 25	Students will be assigned to groups. Each group will have a work session to create their own version of Wooden's Pyramid.	
Mon Mar 1		Groups present their versions of Wooden's Pyramid.
Thu Mar 4		Lecture on the administration of a sports-related agency, Wasserman.
Mon Mar 8	Reaction Paper #5: Key elements from agency lecture. Also, idea for final project is due – an examination of an issue in sports the student is passionate about.	Lecture on the Most Important Issues in Sports.
Thu Mar 11		Lecture on administration of the non-profit RISE (Ross Initiative for Sports Equality).
Mon Mar 22	Issue Paper #3: Should the Washington Redskins have changed their name? Reaction Paper #6: Key elements from RISE lecture.	Lecture on the administration of the MLS (soccer).
Thu Mar 25	Reaction Paper #7: Key elements from MLS lecture. Also, book report due on "The Five Dysfunctions of a Team."	Lecture/discussion of "The Five Dysfunctions of a Team."
Mon Mar 29	Submit paper detailing personal examples of "The Five Dysfunctions of a Team."	Lecture/discussion of personal examples from book.

Thu Apr 1	Mock Interviews, Groups 1-3	Plus discussion of interviews.
Mon Apr 5	Mock Interviews, Groups 4-6	Plus discussion of interviews.
Thu Apr 8	Issue Paper #4: Submit paper on your Most Admired Sports Business Leader and why.	Lecture on administration of legalized gambling company FanDuel.
Mon Apr 12	Reaction Paper #8: Submit paper focusing on key elements from FanDuel lecture.	Lecture on the administration of the PGA (golf).
Thu Apr 15	Reaction Paper #9: Submit paper focusing on key elements from golf lecture.	Lecture on the administration of the NBA.
Mon Apr 19	Reaction Paper #10: Submit paper focusing on key elements of NBA lecture.	Guest Speaker TBA
Thu Apr 22		Lecture on sports administration during the pandemic.
Mon Apr 26	Issue Paper #5: Students submit paper focusing on their thoughts about how sports adjusted during the pandemic.	Lecture/discussion
Thu Apr 29	Final Projects due	Course review

ASSIGNMENTS WEIGHTED BY GROUP

GROUP	WEIGHT
Sports Administration Papers	20%
Class Participation/Attendance	20%
John Wooden's Pyramid of Success	10%
Mock Interviews	10%
Five Dysfunctions of a Team	10%
Issue Papers	10%
Final Project	20%
TOTAL	100%

UNIVERSITY SERVICES

Service	Description	Contact Information
Student Accommodations	If you are a student in need of accommodations, please register with the Office of Disability Services 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 https://ods.rutgers.edu/

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.	http://codu.co/cee05e
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 www.rhscaps.rutgers.edu/ Medical Services: http://health.rutgers.edu/medical-counseling-services/medical/ Counseling Services: http://health.rutgers.edu/medical-counseling-services/counseling/
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 www.vpva.rutgers.edu/
Scarlet Listeners	Free and confidential peer counseling and referral hotline, providing a comforting and supportive safe space.	(732) 247-5555 https://rutgers.campuslabs.com/engage/organization/scarletlisteners

<p>Academic Support</p>	<p>School of Arts and Sciences Academic Advising for personal, career, and educational goals.</p> <p>Department of Kinesiology & Health Academic Advising for questions about Exercise Science or Sport Management major/minor requirements.</p>	<p>SAS: https://sasundergrad.rutgers.edu/</p> <p>Dept. of Kinesiology & Health: Daria Gonzalez Loree Gym, Room 110 Email: Daria.Gonzalez@rutgers.edu https://kines.rutgers.edu/academics/academic-advising</p>
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