Instructor:
Dr. Bryan Finch, Visiting Professor of Management; Director- Sports Management Institute

Contact Information:
Office: BUS 301
Email: bryan.finch@okstate.edu
Phone: 744-8652
Office Hours: Tuesdays, 1030a-noon, Business 301: or by appointment
Course Site: Desire2Learn (Online Classroom): http://oc.okstate.edu
Administrative contact: Business Distance Learning, 108 Gundersen Hall
Spears School of Business, Oklahoma State University, Stillwater, Oklahoma 74078
Phone: 405-744-4048; Toll Free: 866-678-3933; Fax: 405-744-1891

Overview of the Course

This course will provide a broad overview of the sport industry. We will discuss the basic management skills necessary in the operation of sport organizations. Also, we will examine the social, behavioral and managerial foundations of sport management, finance, economics, and budgeting in the sport industry. Look for lecture updates on D2L, as some information has changed since the lectures were recorded (the NBA and NFL labor situations, for example).

Course Prerequisites
n/a

Course Goals
Students will gain a greater understanding of the management decisions and strategies used in the sports business world. Lessons can be applied to other areas of business which utilize strategic planning, competition, sponsorships, or other similar tactics.

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<tr>
<th>Course Objective</th>
<th>Program Learning Goal</th>
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<td>Students should recognize and be able to discuss the role if sports in historical, economic, political, and cultural perspectives.</td>
<td>•Business Knowledge &amp; Competency</td>
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<td>Students should be able to compare and contrast financial and management differences in sport leagues and evaluate effective sponsorship and activation approaches.</td>
<td>•Business Knowledge &amp; Competency</td>
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<tr>
<td>Students should be able to analyze sports marketing and ticket sales strategies as well as the use of technology in sports advertising and exposure.</td>
<td>•Business Knowledge &amp; Competency •Critical Thinking</td>
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Texts and Supplementary Materials

Required Text

Grading Policy

The grades in this class break down as follows:
Test 1  20
Test 2  20
Final Exam  30
Current Event  05
Presentation Assignment  25
Total Points                     100

Letter grades will be assigned according to the standard scale.
90-100 pts.     = A
80-89 pts.       = B
70-79 pts.       = C
60-69 pts.       = D
Below 60pts   = F

Description of Course Requirements

Lectures
Students are expected to view all lectures for the course. Lectures may be augmented with video and news clips as well as media articles and other materials. Links or materials will be posted on D2L under the news tab. Please contact me via email if a link is dead or a file does not work, etc.

Current Event
Your assignment is to create a short Powerpoint presentation over a current event in sports that occurred within the last 6-8 months. Create 4-5 slides that review the event and most importantly tell me why the issue is important from a sports business perspective. Don’t just give me an injury report on a baseball player, or a social story about someone’s dating life…give me the business angle. You can put the notes below the slides or in the slides…be sure to cite at least one reputable source (not Wikipedia). Load it into D2L dropbox.

Exams
There are 3 exams for this course (all 50 questions, green scantron, pencil). You have 2 options for the exams. You can take them live with me on campus in Stillwater, OK (classroom to be determined, see schedule on last page of syllabus); OR you can take the exam at a testing center or with a test proctor. You can take the proctored
exam on Thursday or Friday of each test week. If you have an emergency, you must email me before the regular exam time and request a specific extension.

A- Live on campus with me (Thursdays, 5:30pm)- just show up with your student ID, a green scantron and pencil.

B- Taking the test at a campus testing center- fill out the student form and submit it online, then call to set up your exam for anytime on test Thursday or Friday. Make sure to be aware of any test center fees ($) that often apply for their service. Test centers: Stillwater, OK- Wes Watkins Center (405) 744-6390
Tulsa, OK- OSU Tulsa testing center; (918) 594-8232
Also OSU OKC, and University Testing and Assessment available. https://spears.okstate.edu/distance/forms/studentform/

C- Proctored test- If you are in Germany or California or elsewhere and can’t make it to a testing center, then you need to fill out a test proctor form and fax it in- http://spears.okstate.edu/distance/forms/.

For more information about the testing and proctoring procedure, contact the Distance Learning office at (405) 744-4019 and see http://spears.okstate.edu/distance/guide/procedures/.

Test #1- 50 multiple choice questions. The first test will cover book chapters 1,2,3,4,7,8,14,15, & 21, as well as other reading assignments and lectures from class up to the day of the test. See schedule for exact break points.

Test #2- 50 multiple choice questions. The second test will cover the second phase of the class and the second half of the book chapters: 5,6,9,10,11,12,13,16,19, & 20. It will be comprehensive (some material from test 1) but will focus on the second phase of the class more than phase one.

Final exam- 50 multiple choice questions. The final will be comprehensive (over the entire course, plus textbook chapters 17 & 18).

**Project Assignment (25% of your overall grade): DUE before final exam, see schedule!**
The project will be an in-depth analysis of a team or sport of your choosing (examples have included the Boston Celtics, Florida State football, surfing in Hawaii, cricket in India). Email me for approval of your topic! You cannot report on a team that I directly lecture on in class (Green Bay, Manchester United, etc.).
*You will develop your report using Powerpoint. Use bullet points on slides. Put any notes you need to provide more depth below each slide in the notes section. *You will need to gather information from several sources, including internet news reports, official team web pages, printed newspaper and magazine articles, and books. Do not cite Wikipedia! Make sure you have legitimate sources from several formats (not just a team blog or web page).
Deliverables: Upload your ppt presentation on D2L in the dropbox. Due date is on the schedule. (about 13-20 slides: the final slide should list your references)
*I will post the grading scale on D2L so you will know exactly how the projects are graded.

**Project sections:**
A- Team/sport overview and history
B- Fan report (take me inside the fan base, unique fan cultures or behaviors, rivalries, etc.)
C- Economic Impact: Local communities, stadium situation, financial reports
D- Marketing: Recent team marketing initiatives, promotions (tickets), public relations events
E- Sponsorships: Who are the team sponsors? How are they activating the sponsorships?
F- Web page/media: Analyze the team web page and/or social media. Any ideas for improvement?
G- Other/Summary: Review key points. Discuss future challenges and opportunities on the field and off the field.

**Make-up Policy**

Students are expected to take each exam in the dates listed and submit the assignments in a timely manner. If for any reason a student cannot attend an exam or submit an assignment, he or she must notify the instructor prior to the examination. All late assignments and exams lose a letter grade per 24-hour period following the due date, unless the instructor has granted prior approval for late submission of an assignment. Approval for late submissions must be obtained from the instructor in advance, or be based on a documented medical emergency.

**University Policy**

More information about university policy can be found at this website: [http://academicaffairs.okstate.edu/faculty-a-staff](http://academicaffairs.okstate.edu/faculty-a-staff)

To drop this course, you must contact the office in 108 Gundersen or call (405)744-4048.

**Academic Integrity**

Oklahoma State University is committed to the maintenance of the highest standards of integrity and ethical conduct of its members. This level of ethical behavior and integrity will be maintained in this course. Participating in a behavior that violates academic integrity (e.g., unauthorized collaboration, plagiarism, multiple submissions, cheating on examinations, fabricating information, helping another person cheat, unauthorized advance access to examinations, altering or destroying the work of others, and fraudulently altering academic records) will result in your being sanctioned. Violations may subject you to disciplinary action including the following: receiving a failing grade on an assignment, examination or course, receiving a notation of a violation of academic integrity on your transcript (F!), and being suspended from the University. You have the right to appeal the charge. Contact the Office of Academic Affairs, 101 Whitehurst, 405-744-5627, academicintegrity.okstate.edu.
### Accessibility

Any student in this course who has a disability that may prevent him or her from fully demonstrating his or her abilities should contact the instructor as soon as possible, so we can discuss accommodations necessary to ensure full participation and facilitate your educational opportunity. For more information about OSU Student Disability Services, please go to: http://www.okstate.edu/ucs/stdis/

### Tentative Schedule

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<th>Lectures/topic</th>
<th>Due (date)</th>
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<tr>
<td>1- Syllabus; 2- Sport Industry; 3- Careers in Sport; 4- Consumer Behavior; 5- Economic Impact; 6- Finance; 7- Sponsorship I; 8- Sponsorship II; 9- NCAA; 10- NCAA Marketing; 11- NCAA Fundraising; 12- Notre Dame; 13- Guest: Craig Clemons.</td>
<td>Test #1: Thursday, February 5th, 5:30p, room TBA</td>
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<td>14- NFL; 15- Green Bay Packers; 16- NBA 17- San Antonio Spurs; 18- MLB; 19- Boston Red Sox; 20- NASCAR; 21- Golf; 22- Tennis; 23- NHL; 24- Montreal Canadiens; 25- Soccer; 26- Manchester United; 27- Unique Sports; 28- TV &amp; Media Rights; 29- Internet &amp; Social Media; 30- Legal &amp; Gambling; 31- Negotiation; 32- Social Issues; 33- Tourism; 34- International Sports; 35- New Zealand All Blacks; 36- Guest: Nate Klein.</td>
<td>Test #2: Thursday, February 26th, 5:30pm, room TBD</td>
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<td>37- ESPN; 38- EA Sports; 39- Nike; 40- Sport Destinations.</td>
<td>* Project and current event due on D2L dropbox (11:59 pm, Monday, March 9th, 2015)*</td>
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<td><em>Final exam- comprehensive Thursday, 5:30pm, March 12th, room TBD</em></td>
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