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: Spears School Distance Learning Office, 108 Gundersen, spearsdistance@okstate.edu or call (866)-678-3933 or (405) 744-4048

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.

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Program Learning Goal</th>
</tr>
</thead>
<tbody>
<tr>
<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>
</tr>
<tr>
<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>
</tr>
<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>
</tr>
</tbody>
</table>
Texts and Supplementary Materials

Required Text

Grading Policy

The grades in this class break down as follows:

<table>
<thead>
<tr>
<th>Grade Type</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Test 1</td>
<td>20</td>
</tr>
<tr>
<td>Test 2</td>
<td>20</td>
</tr>
<tr>
<td>Final Exam</td>
<td>30</td>
</tr>
<tr>
<td>Presentation Assignment</td>
<td>20</td>
</tr>
<tr>
<td>Paper</td>
<td>10</td>
</tr>
<tr>
<td>Total Points</td>
<td>100</td>
</tr>
</tbody>
</table>

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 page 5 of syllabus); OR you can take the exam at a testing center or with a test proctor. You must take the exam on
the Thursday or Friday after shown in the schedule. 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.

Paper: For this graduate section, you are required to complete a research paper. The paper will include your review and analysis of an American sports event of your choice. The paper should review the following:
I. History of the event
II. Impact of the event on the city/region, as well as on the US sports scene
III. A review of the business/marketing/sponsorship strategies of the event, and their level of effectiveness
IV. Future challenges of the event

The paper must be 8-10 pages, typed, Times New Roman font size 12, double spaced, and put in the D2L dropbox. It is due at the same time as the project. For the paper, you will also need to include multiple sources showing where you gained your information (these should include a variety of locations, not just a single web page or blog, for example. Books, newspapers, magazines, or other edited work should be included and sourced. Some example events might be: North Shore surfing championships in Hawaii, Iditarod in Alaska, Kentucky Derby, NYC marathon, etc. You cannot do the same sport for your project and your paper. I will check the papers using OSU plagiarism software, so make sure to cite multiple sources, write it in your own words, and focus on the paper topics.

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
dvance, 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

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

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

* Project, paper and current event due on D2L dropbox (11:59 pm, Monday, March 9th, 2015)*

*Final exam- comprehensive Thursday, 5:30pm, March 12th, room TBD*