Adv. Strategic Sports Management (graduate)
MGMT 5843 Sec 503 Spring 2015
Jan 19- March 13
Spears School of Business
Oklahoma State University

Instructor:

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

Contact Information:

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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 focuses on two main areas of the sports industry in greater detail than MGMT 3943. The two areas of concentration are: financing and revenue generation, and strategic management issues. Using the Financing Sport textbook, we will cover a broad range of financial and revenue challenges facing decision-makers in sports. These themes will be re-iterated in other lecture topics/case studies. Secondly, we will look at wide range of sports cases and subjects that deal with various strategic planning and management issues. These topics will include brand management in collegiate sports, the role of collegiate athletics in higher education in the United States, brand management in sports merchandising and entertainment, stadium financing and politics, franchise movement, legal cases, biographical stories, and the role of sports and tourism.

Course Goals

Students will gain a greater understanding of the challenges and issues involving strategic management and planning in the sports industry, as well as develop a broader knowledge of financing and revenue generation in sports and closely related fields and companies.

<table>
<thead>
<tr>
<th>Course Objective</th>
<th>Program Learning Goal</th>
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<tbody>
<tr>
<td>Students should be able to discuss the challenges and strategies involved in financing sports endeavors and building and maintaining revenue.</td>
<td>Business Knowledge &amp; Competency</td>
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</table>
Students should be able to evaluate strategic management issues in sports, from public relations to brand management to franchise re-location.

Students should be able to analyze trends and future directions in finance and revenue generation in sports and sporting events.

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Texts and Supplementary Materials

Required Texts(2)


-OR-
The spring course will still follow the 2nd edition framework, so the option is yours.

Grading Policy

The grades in this class break down as follows:

<table>
<thead>
<tr>
<th>Component</th>
<th>Points</th>
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<tbody>
<tr>
<td>Current event</td>
<td>10</td>
</tr>
<tr>
<td>Market analysis</td>
<td>15</td>
</tr>
<tr>
<td>Paper</td>
<td>10</td>
</tr>
<tr>
<td>Test 1</td>
<td>30</td>
</tr>
<tr>
<td>Final exam</td>
<td>35</td>
</tr>
<tr>
<td><strong>Total Points</strong></td>
<td><strong>100</strong></td>
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Letter grades will be assigned according to the standard scale.

- 90-100% = A
- 80-89% = B
- 70-79% = C
- 60-69% = D
- Below 60% = F

Description of Course Requirements
Lectures
Students are expected to view all lectures for the course. Lectures will be augmented with video and news clips as well as media articles and other materials. Extra links or materials will be posted on D2L under the news tab. Please contact me via email if a link is dead or if a file isn’t working, etc.

Exams
There are 2 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 the next day, Friday) 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 the Financing Sport textbook, as well as other reading assignments and lectures from class up to the day of the test. See schedule for exact break points.

Final exam- 50 multiple choice questions. The final will be comprehensive (over the entire course- see schedule on page 6 of syllabus).

Current Event
Your current event will be a Powerpoint assignment. You will create a Powerpoint presentation which will report on, discuss, and analyze a current event in the sports world. This event must be taken from one of the following areas: sports branding, sports stadiums, sports franchise movement (pro or college), or sports and tourism.
You must cite a reputable news source from whence you learned about the story (no Wikipedia or Facebook reports). You will create 6-10 slides that illustrate the story, give the background, discuss the main strategic and financial issues, and analyze the situation. You can put notes on a separate Word file or underneath each slide as notes in Powerpoint. We will drop these reports in the D2L drop box. Reports that I think are well done will be posted for the class to review, and can be used as viable testing material. You will be graded on slide quality (colors, graphics, pictures), as well as the areas listed above. A rough grading scale appears below.

Total Points (10)
Story background- 2
Strategic and financial issues -2
YOUR Analysis -2
Slides -2
Source- 2

Market Analysis
This assignment will be an in-depth review of the spectator sports industry and marketplace in a city of your choice (pending my approval). You cannot choose a city that we directly discuss in the class (OKC, Tulsa, Dallas, NYC, San Francisco, Minneapolis, Washington DC, Phoenix, Honolulu). The work must be original (not a copy of a report from a previous class, especially one of mine).
*You will develop your report using Powerpoint.
*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 team blogs and web pages).
*Deliverables: 1-Powerpoint slides (13-18 slides); 2-Word file with notes and references. You will need to post these materials by the due date (see schedule). You can include your notes on the Powerpoint notes pages below each slide if you so desire, rather than posting as a separate Word file.
*I will post the grading scale on D2L so you will know exactly how the projects are graded.

Sport market analysis report sections:
1- Geographical information (relevant city history, population changes, media outlets- TV and radio)
2- Sports analysis (review area sports franchises/teams/events, list in order of popularity/following- college and professional)
3- Financial analysis (review stadium/field situations, financing issues, economic outlook for community and sports teams)
4- Political marketplace (discuss local and state politicians and/or groups that support or resist tax plans/stadium development/franchise movement/marketing, etc)
5- Outlook (What are the major decisions facing the city/fans/leaders/teams? What is your predicted outcome/s based on your review? Are other opportunities available?)
For example, if you were going to analyze Oklahoma City for this project, you would include:

1- OKC history, population changes (slow, steady growth), Oklahoman, News 9, Sports Animal, etc
2- OKC Thunder, OU and OSU sports/football, Redhawks, OKC Memorial Marathon
3- OKC Arena naming rights issue (Ford Center), oil and gas sector impacts on state and OKC economy, NCAA continuing to use OKC for events (softball, baseball, basketball)
4- Mayoral and gubernatorial support, MAPS tax review, Bricktown development
5- Outlook- honeymoon effect for Thunder? Minor league teams? Other franchises or events that might fit in OKC?

Paper:
For this graduate section, you are required to complete a research paper. The paper will include your review and analysis of an important sports figure. The paper should review the following:

I. Biography/life of the person
II. Your perspective on the impact of the person on the sport they are/were involved with (positive, negative or both)
III. Lessons that can be learned from studying this person and their impact

The paper must be 6-8 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. The people may or may not be living, and do not have to be athletes: they may be someone who impacted sports in another way. Some examples might include: Roone Aldridge (ABC sports broadcaster who invented Monday Night Football and changed sports TV forever), James Naismith (father of basketball), Tiger Woods, Phil Knight (of Nike fame), etc.

Make-up Policy

Students are expected to take each exam on the date given and submit the assignment 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
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>Course Topics</th>
<th>Due (date)</th>
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<tbody>
<tr>
<td>1- Introduction</td>
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<td>2- The Sports Matrix</td>
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<td>3- Financing Sports Ch. 1-8</td>
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<td>4- Financing Sports Ch. 9-16</td>
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<tr>
<td>5- Stadium Financing</td>
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<td>5a- Wrigley</td>
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<td>5b- St. Louis Village</td>
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<td>6- Franchise Movement</td>
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<td>7- Branding</td>
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<td>8- Sport Businesses</td>
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<td>8b- Under Armour</td>
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<td>(+ Textbook: Financing Sport, Howard &amp; Crompton)</td>
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<tr>
<td>*Test #1- Thursday 5:30pm (Feb 26th, 2014) OR proctored exam</td>
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Current Event &
*Market analysis due on D2L
(Monday, March 9th, 11:59 pm)

*Final exam- Thursday 5:30pm (March 13th)
OR proctored exam

(+ Textbook: Football U, Toma)