

**TEXAS A&M UNIVERSITY – COMMERCE
DEPARTMENT OF HEALTH, HUMAN PERFORMANCE, & KINESIOLOGY
COURSE OUTLINE - FALL 2020**

COURSE OUTLINE / CALENDAR Detailed Course Outline available on class site*

COURSE OUTLINE / CALENDAR

All Reflection Papers are due by 10 p.m. on the assigned due date – no exceptions

FINAL PROJECT (Due December 8th)

Reminder: This project is 100 points (25% of overall grade)

HHPK 444

ADMINISTRATION OF SPORTS PROGRAMS

Instructor: Tim McMurray

MODULE I LEADERSHIP VS MANAGEMENT (August 24th – September 7th)

Learning Outcomes

- 1) Get to know your class structure & the instructor
- 2) Review the Syllabus
- 3) Introduction to Personal Leadership Style and its impact on Leadership
- 4) Understand & be able to apply various leadership theories and philosophies
- 5) Become more self-aware of your own leadership philosophy and tendencies

MODULE INTRODUCTION (Audio Recording) – Tim McMurray

DEFINING YOUR LEADERSHIP STYLE (16personalities.com)

LEADERSHIP THAT GETS RESULTS - GOLEMAN

THE FIVE LEVELS OF LEADERSHIP – MAXWELL

UNDERSTANDING YOUR WHY

LEADERSHIP LESSONS FROM A DANCING GUY (<https://sivers.org/ff>)

LEADERSHIP vs. MANAGEMENT – Practical Conversation from the AD’s Chair / Tim McMurray

Module 1 Challenge – Leadership Style Reflection Paper

September 7th

Submit a minimum two-three page (double spaced, 1” margins, 11 pt. Arial font) paper assessing the results of your leadership style results, how you would work with others of different types, and reflections on practically applying content from the module into developing your leadership and management style. Focus on at least one or two articles and how they could apply to your life.

Be sure to cite references!

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MODULE II COLLEGIATE SPORTS GOVERNANCE (September 8th – September 27th)

Module 2 Challenge “So I’m In College Athletics, Now What?”

Due: September 27th

Learning Outcomes

- 1) Gain an understanding of the National Collegiate Athletic Association (NCAA) and its structure
- 2) Learn about the three levels of NCAA Division I, II, and III
- 3) Learn about common organizational structures for an intercollegiate athletics program
- 4) Gain perspective from the Director of Athletics chair and their modern day challenges

MODULE INTRODUCTION (Audio Recording) – Tim McMurray

The National Collegiate Athletic Association (NCAA) – History and Overview

INSIDE INTERCOLLEGIATE ATHLETICS - Webinar

Terri Steeb-Gronau, NCAA Vice President of Division II

Modern Day Intercollegiate Athletics Governance Structures - Divisions I / II / III

College Athletics 360 – A Deep Dive

Webinar with Judy Sackfield and Taylor Phelps, A&M-Commerce Athletics

Intercollegiate Athletics Unit Overviews and Sample Organizational Charts

Outsourced External Revenue Streams (Corporate Partnerships and Ticket Sales)

Intercollegiate Athletics Strategic Plans

Myles Brand – State of the Association Speech – NCAA Convention 2008

Module 2 Challenge “So I’m In College Athletics, Now What?” Reflection Paper - September 27th

Submit a 3-4 page (double spaced, 1” margins, 11 pt. Arial font) paper from a first-person perspective on observations and insights you have gleaned from the module. **Be sure to cite references!**

Include in the paper anything that you found of interest from the module, including specifics from both webinar interviews. If applicable, reflect on how your leadership and management style would apply to being an administrator or coach in college athletics. Decide if you prefer the Division I, II, or III level and cite examples from the module content.

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MODULE III PROFESSIONAL SPORTS GOVERNANCE (Sept. 28th – October 18th)

Module 3 Challenge Professional Sports Reflections Due: October 18th

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Learning Outcomes

- 1) Gain an understanding of the professional sports leagues and governance structures
- 2) Learn about facility financing, construction, and economic impact within metropolitan areas
- 3) Gain an understanding of operational and revenue generating mechanisms for pro sports
- 4) Understanding of the role of successful general manager models
- 5) Gain an appreciation for a successful international sports team
- 6) Receive perspective from a professional sports executive

MODULE INTRODUCTION (Audio Recording) – Tim McMurray

Governance Overview NFL/NBA/Major League Baseball/Major League Soccer

Pro Sports Facilities: Professional Sports Facility Financing Model: Sacramento Kings Facility

Sales/Fan Experience: Legends – Ticket Sales and Customer Service / Professional Sports Model

General Managers: Jeff Luhnow, General Manager – Houston Astros (two articles)

Bill Belichick, GM/Head Coach - New England Patriots (two articles)

International Sports: Tottenham Hotspur Case Study – Building the Structure and Brand

Expanding the Brand: Overview of The Star in Frisco and its Economic Impact

A Day in the Life Webinar with Rob Matwick, Executive Vice President – Texas Rangers

Module 3 Challenge Professional Sports Reflections Due: October 18th

Submit a 3-4 page (double spaced, 1” margins, 11 pt. Arial font) paper discussing your reflections on professional sports and specific interesting facts from the module. Grade can be enhanced by referencing additional sources on professional sports from outside readings. **Be sure to cite references!** Conclude your paper with your most interesting observation from the Matwick webinar.

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MODULE IV HIGH SCHOOL / SCHOOL DISTRICT SPORTS GOVERNANCE (Oct. 19th – Nov. 3rd)

Module 4 Challenge Anatomy of a High School Athletics Program Due: November 3rd

Learning Outcomes

- 1) Gain an understanding of the governance of high school sports in the state of Texas
- 2) Learn about the difference in coaching and administration at the high school level
- 3) Understand the classification and district structure within the UIL

University Interscholastic League Overview - Website Review

Governance Structure and Opportunities in High School Athletics

Classifications and Districts in UIL Athletics

Understanding the Modern Day Teenage Student-Athlete

THE VIEW FROM THE AD CHAIR - HIGH SCHOOL ATHLETICS DIRECTOR

Leslie Slovak, Executive Director of Athletics – Richardson ISD

Module 4 Challenge Anatomy of a High School Athletics Program Due: November 3rd

Submit a 3-4 page (double spaced, 1” margins, 11 pt. Arial font) reflection paper after talking to at least two (2) influencers or people in your circle from your high school years. By talking to a coach, athletics administrator, principal, or booster club officer, you can learn quite a bit about the overall structure of how a program operates. If your own high school is not an option, a list of area/regional high schools

can be recommended to contact. Also, wrap the most interesting observation from the Slovak webinar into your paper.

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MODULE V SO I'M IN SPORTS, NOW WHAT? (November 4th – November 22nd)

Learning Outcomes

- 1) Practical application of learning to change and evolve with the change in life and career path
- 2) Begin preparing your career path – ethically, strategically, and tactfully
- 3) Place yourself in your “future shoes”
- 4) Learn to Finish Strong!

Four Ways to Make Breaking into the Sports Business Industry Easier – Front Office Sports Article

How to find your first job in the sports industry? – Johan Cruyff Institute Article

WHAT IS MY NEXT STEP?

Career Strategic Planning / Power Point Review

MODULE V Challenge Your Dream Job & Accountability Instrument Due November 22nd

Submit a 750-1,000 word paper (double spaced, 1” margins, 11 pt. Arial font) with an overall overview of your dream job and position. Elements of the paper should include detailed reflections on: your selection of professional, college, or high school sports (or other area of sports management – parks and recreation, recreation center director, etc.); why you have chosen that discipline; job responsibilities that appealed to you about the position; how you will hold yourself accountable; highlights of your First 90-Day Plan; and where this career path takes you. Think of this paper as your “biography in advance” – show how you progressed from your first job all the way to head coach, general manager, AD, VP of Marketing/Sales, or whatever your pinnacle dream job is.

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FINAL PROJECT (Due December 10th) Reminder: This project is 100 points (25% of overall grade)

Select a specific sport governance organization that you may like to work for in the future as a sport leader – NCAA, professional sports team, a school district, an intercollegiate athletics program, etc. Contact at least two people (who have worked for or who are familiar with this organization) so that you can better understand the behind the scenes operations of the organization. For the sport organization that you have identified, complete a minimum 2,000 word (double spaced, 1” margins, 11 pt. Arial font, minimum seven pages) Your paper should include the following:

Brief History of the Organization

- Governance Structure, Organizational Structure & Staff
- Mission, Values, Goals of the Organization
- Financial Information
- Membership/Stakeholders – Who is involved? How are they involved?

Identify three policy issues that the organization is dealing with and how are they handling these issues. Your ideal role within the organization and your assessment of the organization (or subunit)

Structural

- Is there a Policies and Procedures Manual?
- Is a strategic plan in place?
- Are there any new objectives that you believe the organization should consider?

Human Resources

- If you were leader, would you make any staff changes?
- Are new training opportunities needed (e.g., technology training)?
- Is the staff diverse?

Political

- Who determines allocation of resources?
- What financial challenges might exist?
- Who might be considered your allies?

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