



MORAVIAN COLLEGE

COURSE:	MGMT 296: Mindfulness and Flow in Sport Organizations Fall 2013
TIME/DAY:	M & W 11:45-12:55PM
LOCATION:	Comenius 005
INSTRUCTOR:	Katie P. Desiderio, Ph.D.
E-MAIL:	mekpd01@moravian.edu
OFFICE:	Comenius Hall 202 ~ come visit me!
HOURS:	MON & WED 1-3PM & <i>BY APPOINTMENT</i>
PHONE:	610.861.1376 (o)

REQUIRED TEXT:

Hoye, R., Smith, A.C.T., Nicholson, M., Stewart, B., Westerbeek, H. (2012). *Sport Management*. 3rd edition. New York: Routledge, Taylor & Francis Group. ISBN: 978-1-85617-819-8 (pbk)

OPTIONAL TEXT:

Csikszentmihalyi, M. (2003). *Good Business*. New York: Penguin Putnam Inc. ISBN: 978-0-670-03196-8 (hardcover) or 978-0-14-200409-8 (softcover)

MISSION RELEVANCE: The course will help students to understand and apply effective management concepts to the world of sport. Examples of current organizational behavior and leadership opportunities will be reviewed as a basis for learning how excellent companies employ the strategies taught. An awareness of the dynamic environment of sport will better prepare the student for a successful career in sport management. Learning will occur through reading, writing, and experience(s), hence the instructor will mostly serve as a facilitator of learning – not just a lecturer or test-giver.

COURSE DESCRIPTION: Congratulations! You have taken a step to invest in your mindfulness for creating flow experiences at work! Using Csikszentmihalyi's theory of flow as the theoretical framework to guide this course, we will explore flow in the context of optimizing performance in sports organizations. Together, we will discover how leaders make meaning of their behaviors in the context of doing good business in the sports industry. We will explore ways of thinking, reactions to our readings, self-reflection, and how to express responses in an analytical and thoughtful way. In an effort to create awareness for happiness at work, we must understand the cultural implications that stimulate our lives. Using a sports management lens, let's explore how "... leaders and managers of any organization can learn to contribute to the sum of human happiness, to the development of an enjoyable life that provides meaning, and to a society that is just and evolving" (Csikszentmihalyi, p. 5, 2003).

STUDENT LEARNING OBJECTIVES:

LIBERAL ARTS:

1. To appreciate how a liberal arts education, at Moravian College, can enhance your life and prepare you for the future
2. To collaborate with faculty, students, staff, and alumni to fully engage with the College community
3. To live and work with personal and academic integrity

SPORT MANAGEMENT

1. To recall Csikszentmihalyi's flow theory and understand this as a theoretical framework to manage performance in sport organizations



2. To summarize the basic concepts of management and the challenges faced by sport organizations
3. To recall the most important and relevant concepts, processes, and competencies necessary to effectively plan, lead, organize, and control sport organizations
4. To analyze the role of managers and how it relates to sport business operations
5. To identify and critically assess managerial perspectives and skills necessary
6. To explore sport management, collaborate with peers, interact with the community, and organize a team-based experiential learning venture with a community partner

HUMAN RESOURCE DEVELOPMENT:

1. To practice writing as a way of thinking while constructing new knowledge in the *process*
2. To enhance your ability to read critically and comprehensively to synthesize ideas from sources with your own ideas
3. To enhance written expression and communication through the use of formal and informal writing as tools for learning
4. To integrate technology, media, and interpersonal competencies to effectively communicate to the class and professionals
5. To identify, define and apply the correct management models, concepts, and processes to “real world” sport buzz

COURSE PROCEDURES: Learning is most effective when the students are *actively* involved and responsible for the experience. The major approach to gaining mastery in writing will be individual study, reflection, and teamwork combined with class discussions and sharing of ideas, discoveries, and reports. This is your class—your learning experience – so make the most of it by:

1. Reading all assignments prior to class & CHOOSING YOUR ATTITUDE!
2. Coming to class prepared with the required textbooks – BE THERE & PLAY!
3. Utilizing ALL resources (online, human, writing center, library...) available to you
4. Being respectful (in this collaborative learning environment)
5. Attending and fully participating in this class (workshops, discussions...) – BE THERE, PLAY, MAKE THEIR DAY, & CHOOSE YOUR ATTITUDE!
6. Completing all assignments, which involve opinion generation, analysis, observation, and library research
7. Completing the two examinations – PLAY!
8. Maintaining and sharing your work with the class – BE THERE, PLAY!
9. Employing the FISH! philosophy principles in our classroom and beyond
10. Participating fully in the cooperative “learning” adventure!

COURSE ACTIVITIES TO MEET OBJECTIVES: The student will read the textbooks and understand the material presented through class discussions, presentations, group discussions, exercises, ASKING QUESTIONS, as well as through a series of writing assignments. In order to fully meet the course objectives, YOU MUST BE PRESENT IN CLASS!

ATTENDANCE: Students demonstrate their responsibility in the regularity and punctuality of their attendance. Please plan to arrive on time and remain the entire class period. Leaving class early will constitute an absence. As part of this policy, 3 days tardy constitutes 1 absence. Absences due to illness or other reasonable causes may entitle the student to make up missed work if communicated to course facilitator. Absences beyond 3 *for exceptional reasons* may be excused only upon presentation of a letter from a physician or other acceptable documentation. If the number of absences exceeds 3, the student’s grade will be lowered by one letter with NO EXCEPTIONS. If the absences exceed 6 in a semester, the student will be issued an “F” for the course. YOU are responsible for all information, assignments,



revisions, announcements, and etcetera. Arrange for a few peers, that you can rely on, to assist you in the case of your absence.

ATTENDANCE IS MANDATORY ☺

GRADING: You will have the opportunity to demonstrate your learning through scheduled assignments, active participation, exercises, and projects. Students will be assessed both qualitatively and quantitatively in this class. **Excessive absences will lower your final grade evaluation.** In addition, expect a penalty of one half a letter grade per day for late assignments.

Energy, Ideas, Buzz, & Involvement in class	25%
Exam #1	25%
Exam #2	25%
Sport Management Service Learning Endeavor	<u>25%</u>
	100%

GRADING SCHEDULE:

Grades will be determined as follows:

Superior Achievement	A (4.0)	93-100	Attention Students! * You are responsible for your grades and are encouraged to question every aspect of your grade and/or performance throughout the course of the semester.
Great Performance	A- (3.67)	90-92.9	
Very Good Work	B+ (3.33)	86-89.9	
Good Work	B (3.0)	80-85.9	
Above Average	C+ (2.33)	76-79.9	
Average Performance	C (2.0)	70-75.9	
Below Average	D (1.0)	60-69.9	
Failure	F (0.0)	59.9 & below	

DEFINITION OF ASSIGNMENTS: Your work is a reflection of your commitment to this learning adventure and you are all capable of great things! Take pride in your work, but most of all take the time to have fun and enjoy the ride. All exercises must be typed, proofread, and delivered on or before the due date. Delivery may be in hard copy or via e-mail attachment as a Word document depending on the assignment from your instructor. Please use a left justified header with your name, exercise name, course #, and date unless otherwise specified. *Please save all documents using your first initial, your last name, and the name of the assignment unless otherwise specified (i.e.: KpDesiderioResume2013.doc).*

- ◆ **CREATIVE & EXPLORATORY EXERCISES:** In an effort to enhance your understanding of the components included in the world of sport, be prepared to use writing to explore your reactions to both contemplated and learned materials. You will be reacting to scenarios, readings, as well as to peer-work. You will use writing to explore your thinking, feeling, and learning. These informal exercises will also serve as formative assessments (identifying the areas that you and I can take action on to improve both instruction and learning) for our class. This involves observations and perceptions, which will ultimately inform your writing – all very exciting!

- **INTERVIEW A SPORT MANAGEMENT PROFESSIONAL!** Each student team will be assigned to a chapter whereby you will interview a Sport Management professional asking questions related to the selected chapter. Students will conduct the interview (should last about 15 minutes) either via phone or in-person (preferred method). After the interview, each student team will prepare a 15-slide PowerPoint/Prezi presentation including the following:
 1. COVER SLIDE - your name, the class & chapter you have selected, the date, the professor's name



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2. WHO ARE YOU? – each presenter should gain credibility with the audience; introduce yourself and tell us something exciting about you. *Note: Practice your 30-sec. pitch!*
3. WHO ARE YOU? - each presenter should gain credibility with the audience; introduce yourself and tell us something exciting about you. *Note: Practice your 30-sec. pitch!*
4. INTRODUCTION SLIDE – a brief orientation to the chapter you have explored through your selected, real-life, applied professional; what are the specific concepts of the chapter you will cover (4 concepts minimum)?
5. ORIENTATION SLIDE – the name of the person you interviewed; his/her company and title; how long he/she has been with the company; why he/she chose a career in management.
6. CONCEPT #1 SLIDE – what question(s) did you use to connect this concept with the management professional's work; how does this relate?
7. CONCEPT #2 SLIDE – what question(s) did you use to connect this concept with the management professional's work; how does this relate?
8. CONCEPT #3 SLIDE - what question(s) did you use to connect this concept with the management professional's work; how does this relate?
9. CONCEPT #4 SLIDE - what question(s) did you use to connect this concept with the management professional's work; how does this relate?
10. SO WHAT? SLIDE – why did you choose this person to interview; how has he/she aided your learning; demonstrate the purpose/quality of your interview.
11. SO WHAT? SLIDE - why should the audience retain the information shared – why is this important?
12. AHA! MOMENTS SLIDE – what did you learn and discover; what are your curiosities after the interview?
13. WILD CARD SLIDE – surprise us with what you will include in this slide, which does not have to be the “10th” slide; you may place this slide anywhere in the deck and include whatever information you see fit!
14. RELEVANT BUZZ – share current buzz you found as it relates to this interview and the topics discussed
15. ENGAGE THE AUDIENCE – create an engaging activity for your classmates and get us involved in your presentation (games, teamwork, brain teasers, ...the sky is the limit!)

✓ PLEASE POST YOUR PPT DECK OR PREZI LINK TO BLACKBOARD!

- ◆ **PARTICIPATION** (Energy, Ideas, and Engagement): All students will be assessed in this area based on personal activity as well as engagement with discussions in class. *Please note that a case will be due for every chapter.* I encourage you to take pride in your performance and BE THERE!
 - **SPORT MANAGEMENT BUZZ W/ DR. D.:** As a value-add to build on our class discussions, you will contribute to our learning environment by sharing interesting, effective, ineffective, and stimulating “buzz” pertaining to sport management. Each class, ***you will be randomly called upon*** to share personal and professional reactions to your findings as well as those discussed in class. Your goal is to watch the news, listen to the radio, read relevant journals and/or magazines, and surf the web for the latest and greatest sport management buzz. *Hint: set a Google alert for Sport MGMT buzzwords!* **Please share buzz pertaining to one chapter (of your choice) that we are covering each week for discussion** (i.e.: week 1 – you may bring buzz on Ch 1 or 2...).
- ◆ **EXAMS:** The non-cumulative, in-class, session-long, examinations are a combination of multiple-choice (specific terminology recognition, knowledge, and application) and essay (application, analysis, and synthesis). Test questions will be derived from the text, in-class discussions, guest



speakers, exercises, and experiential learning partnerships. Tests are intended to ensure that students have grasped the fundamentals of sport management and are ready to build on that knowledge. Thus, *you need to be present in class* to benefit from the knowledge shared both from in-class discussions and from your peers! Some of the richest discussions will be those shared among classmates; your discussions to the class as a whole are encouraged. (Note: Administered via blackboard)

- ◆ **SPORT MANAGEMENT EXPERIENTIAL LEARNING ENDEAVOR:** In order to holistically develop your skills as a student learner and aspiring professional, it is imperative that your experiences extend beyond the classroom.

Congratulations -- you have been hired by the Lehigh Valley IronPigs! This year, we have partnered with the IronPigs to explore the work that goes on within a sport organization, which we often don't appreciate. The members of MGMT 296 will not only participate in the work of the National Championship Game, but will also research how promotional efforts impact attendance. Wait, there is more -- YOU will be a behind-the-scenes contributor to the [amazing] work of the Philadelphia Phillies' AAA-level minor league baseball team! This is an exhilarating year to be studying sport management as we have been presented the opportunity to create a lasting partnership with the Lehigh Valley IronPigs. Are you excited yet?

In an effort to holistically develop your skills, as a student learner and aspiring professional, it is imperative that your experiences extend beyond the classroom. Our class will fully engage in this partnership with the IronPigs where your active engagement, observations, research, and connections will inform your direction. Remember, you are working as a representative of Moravian College so it is best to start our work together by understanding and appreciating what it means to be a Hound: <http://www.moravian.edu/default.aspx?pageid=11>.

- **TASK.** The experiential-learning venture involves having students enrolled in this class partner with representatives from the IronPigs from August through December 2013 in partial fulfillment of this course. Each student is responsible for fully engaging in this partnership. In an effort to fully enhance your experience, we will meet our community partners regularly. Please note that you will be working on this hands-on learning experience for the entire semester.
- **ROLE AND AUDIENCE.** Based on our learnings in class, students will be asked to EXPLORE SPORT MANAGEMENT CONCEPTS IN ACTION in this real world applied learning experience. The learning venture will be an environment that enhances your knowledge while developing critical thinking skills that will drive the creation of a comprehensive, sport management-focused end of semester presentation of your assigned project to representatives from the IronPigs. What a great opportunity for you!
 - $\text{Performance} = \sum (\text{Motivation} * \text{Ability} * \text{Environment})$
- **WEEKLY COMMUNICATION(S).** Each team-member is responsible for contributing to the weekly, out-of-class, meetings with your assigned teams. You will explore themes, alternative approaches, and new perspectives to make this the very best event possible! Be prepared to work with community members, to communicate with key stakeholders, to evaluate, give and receive peer and instructor feedback and, of course, to discuss learnings prior to an end of semester proposal. In fact, our goal is to create an independent, peer-supported learning environment for sharing struggles and insights, heights and depths, and learning through our mutual adventure. Please be prepared to formally present your progress over the course of the semester.



EXPECTATIONS ABOUT THE PROCESS. Did you know that **learning is a process**? “If the process is sound, the product will take care of itself” (W. Zinsser).

MGMT 296 will be responsible for working in partnership with the Lehigh Valley IronPigs on two very important projects. As a class, we will support each including the *National Championship Game on 9.17.13* and a research project analyzing *The Effect of Promotional Efforts on Game Attendance*.

1. The *National Championship Game on 9.17.13* will be an event that **everyone** enrolled in this class will contribute to --- no exceptions. As many of you will learn, it is the collective work of the behind-the-scenes contributors that make sporting events a success. Our class members will be assigned roles in the areas such as, but not limited to:
 - **MERCHANDISE**
 - **K-ZONE**
 - **KID ZONE**
 - **CONCESSIONS**

*Note: Our point of contact at the Iron Pigs is Bri Silovsky * bsilovsky@ironpigsbaseball.com*

2. *The Effect of Promotional Efforts on Game Attendance project*: analyze the promotions and attendance of a total of 15 teams in varying geographic locations and levels of the MiLB. Student-teams will be assigned teams to analyze. Each team will chart everything by promotion and attendance (taking note of other important factors such as weather) and then draw any conclusions from the information specifically on what promotions attract the most fans to the ballpark and what is the best promotion to run on specific days of the week (Sunday vs. Monday vs. Tuesday...). Using the link noted next to your assigned team(s) as a resource, overall attendance averages can be assessed by each. **Please refer to the *How to find the daily attendance* quick-reference guide at the end of the syllabus; this resource guides you on how to find both attendance and promotional calendars for each team via their website.**

*Note: Our point of contact at the Iron Pigs is Don Wilson * dwilson@ironpigsbaseball.com*

- *Promotional Calendar*: each student-team has been given a promotional budget of \$100,000 to create your own promotional schedule across 72 home games based on your findings in researching the MiLB teams. How fun is that?!

The following local companies should be used for promotional item information. Please communicate to each company representative that you are working with the IronPigs on a promotional schedule project as you introduce yourself.

1. *Halo Branded Solutions*: Jane Heimbecjer * 610-439-8958 (o) * Jane.heimbecker@haol.com
2. *Smart Source Media Group*: Joanne Meurer * 212-764-7200 x164 (o) * jmeurer@ssourcemedia.com
3. *Premium King*: Michael King * 215-669-8144 (o) * smartchoice@premiumking.com



♦ *Student-teams will consist of:*

Class Teams (6 students)	MiLB Team	Level	League	Website
Amos	Fort Myers Miracles	A	Florida State League	http://www.milb.com/index.jsp?sid=t509
Amos	Reading Fightin' Phils	AA	Eastern League	http://www.milb.com/index.jsp?sid=t522
Amos	Round Rock Express	AAA	Pacific Coast League	http://www.milb.com/index.jsp?sid=t102
Comenius	Aberdeen IronBirds	A	New York-Penn League	http://www.milb.com/index.jsp?sid=t488
Comenius	Fort Wayne TinCaps	A	Midwest League	http://www.milb.com/index.jsp?sid=t584
Comenius	Albuquerque Isotopes	AAA	Pacific Coast League	http://www.milb.com/index.jsp?sid=t342
Hounds	Lowell Spinners	A	New York-Penn League	http://www.milb.com/index.jsp?sid=t558
Hounds	Iowa Cubs	AAA	Pacific Coast League	http://www.milb.com/index.jsp?sid=t451
Hounds	Trenton Thunder	AA	Eastern League	http://www.milb.com/index.jsp?sid=t567
MoCo	Greensborro Grasshoppers	A	South Atlantic League	http://www.milb.com/index.jsp?sid=t477
MoCo	Sacramento River Cats	AAA	Pacific Coast League	http://www.milb.com/index.jsp?sid=t105
MoCo	Daytona Cubs	A	Florida State League	http://www.milb.com/index.jsp?sid=t450
Zinzendorf	Frisco RoughRider	AA	Texas League	http://www.milb.com/index.jsp?sid=t540
Zinzendorf	Richmond Flying Squirrels	AA	Eastern League	http://www.milb.com/index.jsp?sid=t3410
Zinzendorf	Dayton Dragons	A	Midwest League	http://www.milb.com/index.jsp?sid=t459

* **PROJECT MANAGEMENT TEAM** – each team will assign one project manager to ensure all efforts align with intended direction and outcome(s) of assignment while concurrently working together to ensure overall team synergy. Please ensure goals are SMART (specific, measurable, attainable, realistic, and timely). Please work with our community partner to ensure your direction and final proposal is sound. You will also encourage PLAY! as this is going to be nothing short of fun learning. ☺

The final presentation will communicate your exploration of this experience **using a sport management lens**. Using resources such as the required text, class discussions, and articles shared by peers, observations, and interviews, this project is to be professionally developed and delivered.

- **CRITERIA FOR EVALUATION.** The final product will be graded holistically with a single letter grade, as per the grading schedule listed in this syllabus. An 'A' final project meets all the criteria for this assignment. **Student(s) will show an understanding of the key concepts learned in this class by synthesizing what has been learned in class with this hands-on learning venture.** The final presentation will be organized, well written, fully developed and will be free of ambiguity, grammatical and mechanical errors. This will be a professional communication to the class of your semester long experience.
 - Representatives from the Lehigh Valley IronPigs will be invited to attend; professional delivery and attire are required! All components of the project will be submitted to the professor on or before the designated due date.

The hands-on learning venture is the culmination of your learning, thinking, problem solving, and executions. The experience **should be** exciting, frustrating, fun, difficult, and an excellent learning adventure. *Be certain to reference specific learnings from class, concepts discussed, and material covered in class in your work. It will be fascinating to reflect back on what you have learned!*

THIS PROJECT IS A PERFECT CANDIDATE FOR INCLUSION IN YOUR LEARNING PORTFOLIO.



ASSESSMENTS: In addition to summative assessment tools, (exercises, which include blackboard assignments, completed projects, and completed presentations) we also will be engaging in formative assessment techniques (identifying the areas that you and I can take action on to improve both instruction and learning). **Together**, you and I will share responsibility for creating and maintaining a supportive, exciting, and dynamic learning environment in our classroom!

The writing projects, discussions, exercises, and presentations are opportunities for you to enhance your conceptual and practical skills. They are also opportunities to develop and enhance your written and oral communication skills. You will participate in workshops and peer-group meetings to evaluate and revise assignments and develop strategy. Both the exercises and the investigative proposal will require out-of-class meetings.

- ❖ Please use a word processor program for all assignments and keep your personal copy on file. All members of this class should have a personal copy of all individual and team-based assignments for their portfolio.

RESOURCES:

1. Library Materials include (but are not limited to):

<i>Human Performance</i>	<i>Journal of Organizational Behavior</i>
<i>Journal of Happiness Studies</i>	<i>Journal of ethics</i>
<i>Sport Management International Journal</i>	<i>Wall Street Journal</i>
<i>Journal of behavioral and applied management</i>	<i>New York Times</i>
<i>Culture and Society: Journal of Social Research</i>	<i>Journal of business ethics</i>
<i>The Management of clubs, recreation & sport</i>	<i>Organizational Behavior & Human Performance</i>
<i>Journal of business and psychology</i>	<i>Leadership Excellence</i>
<i>Business Performance Management</i>	<i>Leadership Quarterly</i>

- Most of the listed journals are not available in hard copy in the Reeves Library but are available on-line or through inter-library loan. The Reeves Library Web site can be accessed at <http://home.moravian.edu/public/reeves/>. EbscoHost and Lexis-Nexis are excellent resources and bibliographic instruction is available upon request.
2. WEB Materials: Resources are available through our text book – please use them. The URL is: <http://www.routledge.com/cw/hoye/> (Hint: bookmark address)
 3. The MORAVIAN COLLEGE WRITING CENTER is an excellent resource. The Writing Center is located on the 2nd floor of Zinzendorf and the phone number is 610.861.1592. Become a regular visitor to the writing center, as it is a great tool readily available to you!
 4. The MORAVIAN OFFICE OF LEARNING SERVICES is another great resource available to ALL students; the center exists so that any student (not just those who are struggling) can work with a learning support professional in order to improve his/her academic performance. A series of support workshops that focus on many academic skills and strategies useful for students at any stage in their academic career are offered. This office also supports students who wish to request accommodations in this class for a documented disability.
 - Students who wish to request accommodations in this class for a disability should contact Elaine Mara, assistant director of learning services for academic and disability support at 1307 Main Street, or by calling 610-861-1510. Accommodations cannot be provided until authorization is received from the Academic Support Center.



5. The MORAVIAN CAREER CENTER is a fabulous resource to you, as a student of Moravian College. Please take the opportunity to visit the Career Center in their ***new location in the HUB*** or on the web at: <http://home.moravian.edu/public/career/>
6. **I AM ONE OF YOUR RESOURCES** so please arrange a personal or telephone conference with me. PLEASE SEE ME AS SOON AS POSSIBLE TO DISCUSS, QUESTIONS, OPPORTUNITIES AND KUDOS! ☺

DISABILITY STATEMENT: Moravian College encourages persons with disabilities to participate in its courses, programs, and activities. If you anticipate needing any type of accommodation or have questions about the physical access provided, please contact the course instructor.

MIDDLE STATES ASSOCIATION OF COLLEGES AND SECONDARY SCHOOLS ACCREDITATION: The Middle States Commission on Higher Education accredits Moravian College based on an evaluation of the school as a whole rather than on just one program; this designation acknowledges our commitment to educational excellence.

STATEMENT ON ACADEMIC INTEGRITY: Moravian College exists to educate our students. Since Moravian is a community whose purpose is the pursuit of knowledge and holistic development, the entire campus is committed to the principles of academic integrity and honesty.

In our class, academic integrity is the responsibility of everyone – students and teacher. We are responsible for honest effort in the pursuit of knowledge. In taking this class you are responsible for attending class, being alert in class, completing all assignments to the best of your ability, contributing to a nurturing learning environment both in and out of class, and researching and studying with the spirit of discovery and competence building. I am your resource person in this endeavor and I am always willing to work with you.

CLASSROOM ETHICS: We are all expected to respect the learning environment of others; supportive, constructive comments are encouraged and humor is welcome. Harassment, cheating¹, plagiarism², and other similar behaviors will not be tolerated. Anyone who engages in such behavior may be removed from the class and earn a grade of 0 for the course.

¹ In this class, cheating is defined as intentionally using or attempting to use the words, ideas, or answers of another student or using unauthorized materials in any academic exercise. Please protect your work from unauthorized use.

² In this class, plagiarism is using the words or ideas of another without clearly acknowledging the source of that information. To avoid plagiarism, you must give credit or give a citation whenever you use another person's idea, opinion, or theory or use facts, statistics, graphs, drawings, and/or quotations.

CELLULAR PHONE AND PAGER POLICY: To provide an optimum environment for learning, all cellular phones and pagers must be kept on silent alert (vibration or visible flash) while in the classroom. Any calls must be answered outside the classroom. Please refrain from text messaging, checking email or searching the web during class time. **Additionally, cell phones are to be off your desks while taking quizzes and exams.**

INCLEMENT WEATHER POLICY: In hazardous weather conditions, the College may be closed and classes cancelled, or the college may opt to run on a two-hour delayed schedule (see below). The decision to close or delay the opening of classes will be announced on the inclement weather hotline, 610 625-7995, and will be communicated on the local radio and TV stations.

TWO-HOUR DELAY: If the decision has been made to open with a two-hour delay, the day does not begin with third-period classes; it begins with first-period classes on a shortened schedule. The two-hour delay class schedule is here: <http://www.moravian.edu/studentlife/handbook/commuting/commuting4.html>.



MGMT 296 CLASS SCHEDULE




(Subject to change)

** NOTE: *Sport MGMT Buzz with Dr D* is to be shared in class to correspond with chapter discussions **

MEETINGS	TOPIC	READINGS & ASSIGNMENTS
AUGUST 26	INTRODUCTIONS!	Visit blackboard Learn more about our community partner http://www.milb.com/index.jsp?sid=t1410 Chapter 1
28	CHAPTER 1 SPORT MANAGEMENT	Chapter 1
SEPTEMBER 2	LABOR DAY 	NO CLASS
4	CHAPTER 2 ROLE OF THE STATE IN SPORT DEVELOPMENT	Chapter 2 * Bring Case: Lifesaving clubs & lifeguard associations around the world p. 30
9	CHAPTER 3 NONPROFIT SPORT	Chapter 3 * Bring Case: England Hockey Board p. 49
11	CHAPTER 4 PROFESSIONAL SPORT	Chapter 4 * Bring Case: National Basketball Association p. 71
12	FALL CONVOCATION IN FOCUS THEME: HEALTH CARE MANDATORY ATTENDANCE!	Keynote Speaker: Paul Root Wolpe, Ph.D. 10AM * Johnston Hall http://home.moravian.edu/public/infocus/NEW/health/schedule.html
16	CHAPTER 5 STRATEGIC SPORT MANAGEMENT	Chapter 5 * Bring Case: Strategic planning with the England Cricket Board p. 95
17	TRIPLE-A NAT'L CHAMPIONSHIP GAME @ COCA COLA PARK 	All class members will work behind the scenes – please arrive at the stadium by 5PM http://www.milb.com/news/article.jsp?ymd=20120813&content_id=36610216&vkey=news_t1410&fext=.jsp&sid=t1410
18	CHAPTER 6 ORGANIZATIONAL STRUCTURE	Chapter 6 * Bring Case: Racing Victoria Limited p. 115
23	CHAPTER 7 HUMAN RESOURCE MANAGEMENT	Chapter 7 * Bring Case: Managing student-athletes in the NCAA p. 138
25		Wrap Up & Review <i>Study! Study! Study!</i> And have some fun too...
30	EXAM #1	Chapters 1-7 



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OCTOBER 2	CHAPTER 8 LEADERSHIP	Chapter 8 * Bring Case: Frank Lowy leads the world game down under from soccer to football p. 159
7	Connecting the dots	
9	CHAPTER 9 SPORT ORGANIZATIONAL CULTURE	Chapter 9 * Bring Case: Makin money hand over fist: cultural dynamics of the UFC p. 176
14	FALL RECESS 	NO CLASS ;-(-- Try to have fun without us!
16	CHAPTER 10 FINANCIAL MANAGEMENT IN SPORT	Chapter 10 * Bring Case: Budgeting for the Delhi 2010 Commonwealth Games p. 199
21	Peer Workshop	
23	CHAPTER 11 SPORT MARKETING	Chapter 11 * Bring Case: Will the real sponsor please stand up? Ambush marketing p. 222
28	CHAPTER 12 SPORT GOVERNANCE	Chapter 12 * Bring Case: Governance reform in Australian football: A perennial challenge? P. 242
30	CHAPTER 13 PERFORMANCE MANAGEMENT	Chapter 13 * Bring Case: Formula One Grand Prix Circuit p. 262
NOVEMBER 4	Review	<i>Study! Study! Study! And have some fun too...</i> 
6	Exam #2	Chapters 8-13 
11	Review & Project Prep	
13	PRESENTATIONS!	FINAL PROJECTS DUE – CANNOT WAIT!
18	PRESENTATIONS!	FINAL PROJECTS DUE – CANNOT WAIT!
20	PRESENTATIONS!	FINAL PROJECTS DUE – CANNOT WAIT!
25	PRESENTATIONS!	FINAL PROJECTS DUE – CANNOT WAIT!
27 - 30	HAPPY Thanksgiving	NO CLASS (boo) -- enjoy quality time with the people who make you smile!
DECEMBER 2	Connecting the dots & final thoughts	BRING YOUR REFLECTIONS ☺
4	Wrap Up!	THANK YOU FOR BEING THERE!
11-13,16-18	FINAL EXAMS	



APPENDIX

THE CAREER CENTER: CALENDAR OF EVENTS 2013-2014

** FALL 2013 EVENTS **

New York City Student/Alumni Networking Reception

September 19 * Depart campus at 2:00pm; 6-8pm * The Union League Club, New York City
Back by popular demand! Connect with alumni in the NYC area. Students are encouraged to attend if they are interested in living/working/interning in NYC or the surrounding areas. Advanced registration and prep session attendance is REQUIRED. Space is limited. Note-bus departs campus at approximately 2:00pm due to employer site visits taking place before the event. Watch your Moravian College email for more information.

Teach For America Lunch & Learn

September 24 * 11:45-12:45 * Moravian College
A representative from Teach for America will be on campus to introduce the Teach for America program. All students looking to learn more about Teach for America and their opportunities are encouraged to attend!

Philadelphia Student/Alumni Networking Reception

October 22 * Depart campus at 4:00pm; 6-8pm * Urban Outfitters, Philadelphia, PA
Back by popular demand! Connect with alumni at one of the coolest locations in Philly- the Urban Outfitters World Headquarters at the Philadelphia Naval Yard. Talk with alumni about your aspirations and seek advice-they are there to meet you! Advanced registration and prep session attendance is REQUIRED. Space is limited. Watch your Moravian College email for more information. Note-bus will depart campus at approximately 4:00pm.

Career Connections Externship Program Information Session

October 24 * 11:30 am * Career Center
Learn all about the value of completing a job shadow program with esteemed Moravian College alumni and community partners. There will be over 50 job shadow opportunities to choose from. The experiences take place over winter break. Every student is welcome to learn about the program!

Advocate & Educate-Careers for the Common Good

November 12 * 6:00pm-8:00pm * DeSales University
Want to help others as a career? Not sure how? Come to this event to learn about all the different opportunities that exist in civic engagement as a career path. FREE transportation provided with advanced registration.

Coffee & Connections Student/Alumni Networking Reception

November 13 * 6:00pm-8:00pm * HUB Pavilion
Mingle with alumni right here on campus in various occupations that want to help you as you plan a career path. Lots of great food and conversation will be had. Business dress is required.

Major League Baseball Lunch & Learn

November 19 * 11:45-12:30 * Moravian College
Interested in learning more about working in the sports industry? Even if you just want to learn more about working in business for a multi-national organization-this event is for you! You'll learn about the do's and don'ts of the world of sports and business from John Quinones,'92, Vice President of Recruitment at Major League Baseball. Enlightening and engaging-this is a session you won't want to miss! Watch your email for details!



**** SPRING 2014 EVENTS ****

Backpack to Briefcase Career Prep Program

January 10-11, 2014

Moravian College

A 2-day professional development seminar for juniors & seniors! Event includes mock interviews with industry professionals, resume reviews, etiquette dinner and lots of great sessions about what it's like in the real world on topics like financial management, networking, social media, on the job info about benefits and MUCH MORE.

Pre-registration is required and space is limited!

Lehigh Valley Collegiate Career Expo

February 26

12:00-4:00 * Holiday Inn Fogelsville

Bring your newly updated resume and your professional, can-do attitude and join over 100 employers at the annual LVCCE. If you're searching for an internship or a professional position, this is the right place for you. There will be something for every major on campus, so mark your calendar and make plans to attend! Visit www.lvcce.org for a list of organizations attending, directions and other helpful hints. FREE TRANSPORTATION is provided by the Career Center. Contact the Career Center for more information.

Career & Internship Fair

March 20

12:00pm-3:00pm * Johnston Hall

Employers will be on campus to meet with students about jobs and internships. Every major and year of study is encouraged to attend; there will be opportunities for everyone! Different organizations are represented at this event and the LVCCE career fair so students should attend both! Professional dress and polished resumes are required. No advanced registration necessary.

Education Opportunities Day

April 1

9:30am – 3:00pm * HUB

This event is for seniors and juniors in the Education Certification Program and is designed to give students information on the interviewing and job search process. The day also includes a job fair for seniors that will allow students to talk with over a dozen local school districts.

Washington, D.C. Student/Alumni Networking Reception

Spring Semester TBA

Depart campus TBA * Washington, D.C.

There are so many career and internship opportunities in D.C. both on and off Capitol Hill. Join us as we travel to visit with alumni in industries including politics, government, lobbying, art, music, education, civic engagement, and much more. Connections are critical to your success in this area and Moravian alumni are here to help! Advanced registration and prep session attendance is REQUIRED. Space is limited. Note-bus will depart campus at approximately 4:00pm

More events added weekly! Visit www.moravian.edu/career for an up-to-date list of upcoming events! Call us 610-861-1509 or email us thecareercenter@moravian.edu today.