

MORAVIAN COLLEGE

COURSE:	MGMT 255: Mindfulness and Flow in Sport Organizations Fall 2014
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>

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 all human resources to fully engage with the College community.
3. To live and work with personal and academic integrity.

SPORT MANAGEMENT

1. To recall Csikszentmihalyi's (2003) flow theory, and the notion of mindfulness, to 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 Hands-On 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.: KpDesiderioResume2014.doc).*

- ◆ **ENERGY, IDEAS & 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!**
- ◆ **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!
 - **SPORT BUZZ WITH 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 week**, you will 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 or Mindfulness buzz – using progressive critical examination as your learning increases. *Hint: set a Google alert for 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...). You can earn up to 10 stars for each of the 10 weeks we will cover chapter material. *Note: you cannot earn more than one star per week. 1 star = 10pts.*



- **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-page Keynote or Prezi presentation including the following:
 1. COVER - your name, the class & chapter you have selected, the date, the professor's name
 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. CONCEPT #5 SLIDE - what question(s) did you use to connect this concept with the management professional's work; how does this relate?
 11. RATIONALE SLIDE – why did you choose this person to interview; how has he/she aided your learning; demonstrate the purpose/quality of your interview.
 12. SO WHAT? SLIDE - why should the audience retain the information shared – why is this important?
 13. AHA! MOMENTS SLIDE – what did you learn and discover; what are your curiosities after the interview?
 14. 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!
 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 KEYNOTE OR PREZI LINK TO OUR GOOGLE COMMUNITY OR YOU WILL NOT GET CREDIT!**

- ◆ **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.

- **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 255 will not only participate in the work of the Bacondays special events, but will also research special events opportunities for Coca-Cola Park. 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, the IronPigs! 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?



The IronPigs Meet the Greyhounds!



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 2014 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 255 students 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 *Bacondays Weekend September 19-20th* and a research project creating a proposal for *Special Events at Coca-Cola Park*.

Bacon Days Experiential Opportunities:

1. *September 19th* - Bacon 5K Challenge: Hours are 3:00pm to 9:00pm
2. *September 20th* – Bacon & Brew Bash: Hours are from 9am to 6pm

Extra: September 11th & 12th – Help organize participant information, race packets, and etcetera. Hours are from 10am to 5pm for both days

1. The *Bacon 5K Challenge and the Bacon Brews Bash September 19-20* will be events 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.
2. *Special Events Proposal:* The IronPigs have a wide range of events, but they are looking to add different & unique events to the ballpark. Student teams will research other teams and what events they do and/or other facilities that host parking lot events, which is an area they are seeking to grow.

Coca-Cola Park outside events held in the past year include:

- 17 - Field Events (July 4th on the field was most successful with 3,000 attendees)
- 5 – 5K Runs
- 3 – Parking Lots Events
- 3 – Trade Shows
- 40+ - Banquets/Fundraisers
- 30 - Internal Events for Marketing Partners / Season Ticket Holders
- 1 – Wedding Reception (average 1 a year)

*Note: Our point of contact at the Iron Pigs is Mary Nixon * mnixon@ironpigsbaseball.com and Don Wilson * dwilson@ironpigsbaseball.com * Team Leaders (only) will serve as a liaison between the IronPigs and the class members.*

- *Special Events at Coca-Cola Park Proposal:* each student-team is challenged to create a special events proposal that extends beyond the 72 home game season. Based on your findings in researching completely new opportunities while also considering growing existing events, you will consider revenue generation, logistics, target audience(s), and everything in between to prepare a fully developed proposal for targeted event opportunities at Coca-Cola Park. How fun is that?!
 - Your proposal should list the targeted events you propose (that will be new to the Park) including a timeline, estimated budget, and rationale for the risk vs. rewards of each proposed event.

Please refer to the Appendices at the end of this syllabus for more supplemental material(s).



Student-teams will consist of 6 -7 students as follows:

Amos	Comenius	Hounds	MoCo	Zinzendorf

* **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, assist director of learning services for academic and disability support located on the first floor of Monacacy Hall, or by calling 610-861-1401. Accommodations cannot be provided until authorization is received from the Academic Support Center. Students with other needs/concerns are encouraged to make an appointment with Dr. Ronald Kline in the Counseling Center (all other disabilities). The Counseling Center is located at 1307 Main Street, 610-861-1510. Please refer to the Moravian College Student Handbook under Academic Resources for more information.
 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 contact me at any time to arrange a personal or telephone conference. ***Please contact me 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.

TECHNOLOGY POLICY: To provide an optimum environment for learning, responsible use of technology while in the classroom is mandatory. Please refrain from text messaging, checking email or searching the web during class time. **Additionally, your technology devices are to be off your desks while taking quizzes and exams.**




MGMT 255 CLASS SCHEDULE

(Subject to change)

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






1 7 4 2

MEETINGS	TOPIC	READINGS & ASSIGNMENTS
AUGUST 25	INTRODUCTIONS! Chapter 1	Connect with me on Google + Learn more about our community partner http://www.milb.com/index.jsp?sid=t1410
27	CHAPTER 1 SPORT MANAGEMENT	Chapter 1
SEPTEMBER 1	LABOR DAY 	Mindfulness & Flow
3	Connecting the dots	Chapter 1 and Mindfulness and Flow
8	CHAPTER 2 ROLE OF THE STATE IN SPORT DEVELOPMENT	Chapter 2 * Bring Case: Lifesaving clubs & lifeguard associations around the world p. 30
10	CHAPTER 3 NONPROFIT SPORT	Chapter 3 * Bring Case: England Hockey Board p. 49
11	FALL CONVOCATION IN FOCUS THEME: WAR & PEACE	Keynote Speaker: Jody Williams http://nobelwomensinitiative.org/meet-the-laureates/jody-williams/ 10AM * Johnston Hall http://home.moravian.edu/public/infocus/NEW/war/index.html
15	CHAPTER 4 PROFESSIONAL SPORT	Chapter 4 * Bring Case: National Basketball Association p. 71
17	CHAPTER 5 STRATEGIC SPORT MANAGEMENT	Chapter 5 * Bring Case: Strategic planning with the England Cricket Board p. 95
19-20	BACONDAYS EVENTS @ COCA COLA PARK 	All class members will work behind the scenes – http://www.milb.com/content/page.jsp?sid=t1410&md=20101122&content_id=16171526&vkey=team1
22	CHAPTER 6 ORGANIZATIONAL STRUCTURE	Chapter 6 * Bring Case: Racing Victoria Limited p. 115 <i>Study! Study! Study!</i> And have some fun too...
24	EXAM #1	Chapters 1-7 
29	CHAPTER 8 LEADERSHIP	Chapter 8 * Bring Case: Frank Lowy leads the world game down under from soccer to football p. 159
OCTOBER 1	Connecting the dots with Mindfulness & Flow	
6	CHAPTER 9 SPORT ORGANIZATIONAL CULTURE	Chapter 9 * Bring Case: Makin money hand over fist: cultural dynamics of the UFC p. 176



1 7 4 2

8	CHAPTER 10 FINANCIAL MANAGEMENT IN SPORT	Chapter 10 * Bring Case: Budgeting for the Delhi 2010 Commonwealth Games p. 199
13	FALL RECESS 	NO CLASS (boo!) -- Try to have fun without us!
15	CHAPTER 11 SPORT MARKETING	Chapter 11 * Bring Case: Will the real sponsor please stand up? Ambush marketing p. 222
20	Peer Workshop	Connecting the dots with Mindfulness & Flow
22	CHAPTER 12 SPORT GOVERNANCE	Chapter 12 * Bring Case: Governance reform in Australian football: A perennial challenge? P. 242
24	National Baseball Hall of Fame and Museum	Trip to Cooperstown, NY hosted by Erik M. Strohl, Vice President, Exhibitions and Collections
27	Connecting the dots with Mindfulness & Flow	
29	CHAPTER 13 PERFORMANCE MANAGEMENT	Chapter 13 * Bring Case: Formula One Grand Prix Circuit p. 262
NOVEMBER 3	Connecting the dots with Mindfulness & Flow	<i>Study! Study! Study!</i> And have some fun too...
5	Exam #2	Chapters 8-13 
10	Review & Project Prep	
12	PRESENTATIONS!	FINAL PROJECTS DUE – CANNOT WAIT!
17	PRESENTATIONS!	FINAL PROJECTS DUE – CANNOT WAIT!
19	PRESENTATIONS!	FINAL PROJECTS DUE – CANNOT WAIT!
24		
26	HAPPY Thanksgiving 	NO CLASS (boo!) -- enjoy quality time with the people who make you smile!
DECEMBER 1	PRESENTATIONS!	FINAL PROJECTS DUE – CANNOT WAIT!
3	Connecting the dots!	BRING YOUR REFLECTIONS ☺ THANK YOU FOR BEING THERE!
8-13	FINAL EXAMS	

APPENDIX

Appendix A: IRON PIGS PARTNERSHIP MATERIALS



Review the IronPigs Special Events page in detail:

http://www.milb.com/content/page.jsp?sid=t1410&ynd=20101122&content_id=16171526&vkey=team1

Event Management In the Sports Industry



Event Management is the application of project management to the creation and development of festivals, events and conferences. Event management involves studying the intricacies of the brand, identifying the target audience devising the event concept, planning the logistics and coordinating the technical aspects before actually executing the modalities of the proposed event. Post-event analysis and ensuring a return on investment have become significant drivers for the event industry (Nixon, 2014).

As an industry

Event Management is a multi-million dollar industry, growing rapidly, with mega shows and events hosted regularly. Surprisingly, there is no formalized research conducted to assess the growth of this industry. The industry includes fields such as the MICE (Meetings, Incentives, Conventions and Exhibitions), conferences and seminars as well as live music and sporting events. The logistics side of the industry is paid less than the sales/sponsorship side, though some may say that these are two different industries (Nixon, 2014)

Coca-Cola Park Special Events

http://www.milb.com/content/page.jsp?ynd=20101122&content_id=16171526&sid=t1410&vkey=team1

A year round state-of-the art facility equipped with all-star amenities and a panoramic view of the Lehigh Valley, sets the stage for a unique and memorable experience for any event. From corporate outings to social gatherings, formal receptions or a casual buffet picnic, our event department will work with you on every detail to make sure your event is fun and stress free. We have the ability to accommodate groups from 50 to 3000 in several areas of the ball park.

Coca Cola Park provides on-site full service catering or concessions for events and meetings. A variety of menus are available for every time of the day or customize a specialty menu specific to your event. Our exemplary services and attention to detail will place any function in a league of its own. Hit a home run with your next event at Coca Cola Park! Coca-Cola Park is the premier year-round Lehigh Valley venue for all types of special events and has hosted the following: **Social:** Celebrations, Retirement Parties, Holiday Parties, Family Reunions, Bar and Bat Mitzvah's, Group Outings and Award Banquets.

Business: Corporate Outings, Seminars, Job Fairs, Meetings, Training Sessions, Ballpark Buyouts and Company Picnics.

Wedding: Weddings, Engagement Parties, Rehearsal Dinners, Bridal Parties and Bachelor Parties.



BACON 5K CHALLENGE

SEPTEMBER 19 2014



**5K start Time
6PM**



**Scratch & Sniff
Bacon Dri-Tech T-Shirt!**

Calling all Piggies!! Hoof it at Coca-Cola Park until the 5K's halfway point where you'll take The Bacon Challenge by pigging out on a 1/2 pound of bacon. The hardest part of the race begins when challengers run the final 2.5 kilometers back to Coca-Cola Park for some hog wash with the herd!

Bacon Challenger - \$45

Includes Scratch & Sniff Bacon Dri-Tech T-Shirt (shirt guaranteed if registered by August 15)
Half pound of bacon at halfway point
One beverage ticket good for a beer, bottled soda or water.
Chip Timing

Ham it up at the Trough until 9pm

Join your herd at Coca-Cola Park for a post challenge party with live entertainment, pork products and beverages for purchase.

Non-Challenger - \$40

Includes Scratch & Sniff Bacon Dri-Tech T-Shirt (shirt guaranteed if registered by August 15)
One beverage ticket good for a beer, bottled soda or water.
Chip Timing
*Not eligible for prizes.

Prizes awarded for

Overall Male and Female Winners who successfully complete The Bacon Challenge



Mail in form below or Register on-line at Ironpigsbaseball.com/bacondays.
Registration ends on Friday, September 12th.

Please send completed form to: Bacon Challenge -1050 IronPigs Way - Allentown, PA 18109

Racer's Name: _____ Age: _____ Sex: M F

Street: _____ E-Mail _____

City / State / Zip: _____ Cell: _____

Get your race time automatically texted to your cell phone as you cross the finish line by entering your # above!

I will be participating in the following event: Bacon Challenger Non-Challenger

Dri-Tech T-Shirt Size - Adult Sizes: Small Medium Large Xl 2XL

Method of Payment (circle one): Make Checks Payable to: Lehigh Valley IronPigs (Add \$2.00 for 2XL)

ViSA Mastercard Discover Check (# _____) Cash Name on Card: _____

Card #: _____ Exp. ____ / ____ 3-digit code _____

Consent and Waiver: I hereby declare myself in good physical condition and able to run or walk in the 2014 Bacon Challenge. I do hereby waive and release the Lehigh Valley IronPigs, the individuals associated with this event, its agencies, representatives, successors, and assigns from any claims for damages of any nature, including personal injury that may incur as a result of my participation. Bacon Challenger will need to sign an additional waiver at packet pick-up.

Signature: _____ Date: _____

(parental signature required if participant is under the age of 18)



1742



BACON AND BREWS BASH

**SEPTEMBER 20
2014** 

Tickets

\$40 per person
from 1pm to 5pm

\$50 per person
VIP hour from
Noon to 1pm

Noon to 5pm

Craft Beers sampling

**Bacon Dishes
from multiple vendors
for purchase**

Live Entertainment

**All taking place
on the field at**



21 and over event

**\$5.00 Designated Drivers
receive complimentary soda**



1 7 4 2

Coca-Cola Park Schedule of Events:



September, 2014 – Schedule of Events						
Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
	1	2	3	4	5	6
7	8	9	10 ALS Breakfast CL 7:30am to 9:30am 40ppl	11	12	13
14 IPC 5 K	15	16 BBraun Meeting CL 8am to 5pm 80 ppl	17 Air Products – 15ppl MR – 8am to 1pm IPC Lunch – BR 12pm to ??	18 SLPG - CL 8am to 3pm 100 ppl	19 SLPG - CL 7am to 9am 100 ppl Bacon Challenge 4pm to 9pm	20 Bacon & brews Bash Field & Concourse 12pm to 5pm
21	22	23 Morning Call Job Fair Concourse & CL 8am to 5pm	24 Office Retreat	25 Office Retreat	26 Office Retreat	27
28	29	30				



Appendix B: THE CAREER CENTER: CALENDAR OF EVENTS 2014-2015

Career Development Center Table

August 26 11:00am-3:00pm HUB

Stop by the Career Development table to learn about the valuable resources available in the Career Development Center. Get your free giveaway!

Philadelphia Student/Alumni Networking Reception

September 18 Depart campus at 3:45pm; Event 6-8pm Comcast Center, Philadelphia, PA

Back by popular demand! Connect with alumni at one of the coolest locations in Philly- the Comcast Center! It is the tallest "green" building in the country. 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 3:45pm.

Teach For America Lunch & Learn

September 23 11:45pm-12:45pm PPHAC 102

Teach for America (TFA) is motivating leaders who work to ensure that kids growing up in poverty get an excellent education. Interested in learning more? TFA representatives will share information about the organization, opportunities post-graduation and how to be a strong candidate! All majors and class years are encouraged to attend to learn more.

KAPLAN Personal Statement Workshop

October 7 5:00pm-6:00pm PPHAC 102

Are you interested in applying to graduate school? If so, this is the workshop for you! Learn how to create a personal statement that shows admissions officers what you're made of. They want to know why you want to enter their graduate program and this is your chance to learn how to tell them as clearly and compellingly as you can.

New York City Student/Alumni Networking Reception

October 8 Depart campus at 2:00pm; Event 6-8pm Morgan Stanley, 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.

Calendar! Off! EVENTS
MORAVIAN COLLEGE
CAREER DEVELOPMENT CENTER Fall 2014

Career Connections Externship Program Information Session

October 21 11:45am-12:15 pm PPHAC 101

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!

Sport Illustrated Lunch and Learn

October TBD 11:45am-12:45pm TBD

Sports Illustrated (SI) is an American sports magazine that is read by millions of people weekly. A representative from SI will be on campus to share their experiences and the behind the scenes details of producing a weekly magazine. Opportunities for after graduation and how to apply will be discussed. All majors and class years are encouraged to attend to learn more!

Peace Corps Lunch and Learn

November 6 11:45am-1:00pm TBD

As the preeminent international service organization of the United States, the Peace Corps sends Americans abroad to tackle the most pressing needs of people around the world. Representatives from the Peace Corps will be sharing information about the Peace Corps, work they are doing around the world and stories from their experiences. Opportunities for after graduation and how to apply will be discussed. All majors and class years are encouraged to attend to learn more!

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.



Appendix B: KEYNOTE QUICK REFERENCE GUIDES

❖ How to download Keynote for FREE: <https://www.apple.com/mac/keynote/>


Keynote for iOS (iPad): Send and receive presentations in email messages

Retrieved from: <http://support.apple.com/kb/PH3494>

You can import Keynote '09 or Microsoft PowerPoint presentations from a computer to view or edit in Keynote on your iPad, iPhone, or iPod touch. Keynote documents created or edited on your iOS device can also be exported for viewing as a PDF file or as a PowerPoint file for viewing and editing on a computer.


A quick way to transfer a presentation between a computer and your iOS device is to send it as an attachment in an email message. To do this, you must have already set up email services on your iOS device. To learn about setting up email services on your iOS device, see the instructions in the Mail chapter of the device's User Guide (in Safari bookmarks on your iOS device, tap the User Guide link).

Send a presentation in an email message:

1. Open the presentation you want to export, and then tap  in the toolbar.
2. Tap "Share and Print," and then tap Email Presentation.
3. Tap the document format you want to export to: Keynote, PowerPoint, or PDF.
4. In the email message that appears, provide an address and type any message you want to accompany the presentation.
5. Tap Send.

Retrieve a Keynote or Microsoft PowerPoint presentation from an email message:

Keynote can open presentations that were saved using some types of file encryption available in Microsoft Office 97 and later. If you can't open an encrypted Microsoft PowerPoint presentation, try changing the type of encryption or the encryption options used, and then save it again before opening it in Keynote.

1. Open Mail, and then open the message containing the presentation you want.
2. Tap the file's image in the email message to open a preview.
3. Tap , and then tap "Open in Keynote." If the presentation can also be opened by another application on your iOS device, tap "Open in," and then tap Keynote. Mail recedes into the background and Keynote opens, displaying a preview of the new presentation with a generic Keynote or PowerPoint document icon. A progress bar indicates the presentation is importing, and then it appears in Presentations view.

To learn about storing your presentations in iCloud, see [Keep presentations up to date across your devices using iCloud](#).

To learn about copying files to or from a WebDAV server, see [Share presentations using a WebDAV server](#).

To learn about transferring presentations between your iOS device and your computer through iTunes, see [Share presentations by connecting to your computer](#).

Last Modified: Sep 26, 2012