

MORAVIAN COLLEGE

COURSE:	MGMT 255: Mindfulness and Flow in Sport Organizations Fall 2015
TIME/DAY:	T & R 1:10-2:20PM
LOCATION:	PPHAC 232 -- <i>Be There!</i>
INSTRUCTOR:	Katie P. Desiderio, Ph.D.
E-MAIL:	mekpd01@moravian.edu
OFFICE:	Comenius Hall 202 ~ come visit me!
HOURS:	WED. 10AM-NOON, TUES/THURS. 2:30-3:30PM & <i>BY APPOINTMENT</i>

REQUIRED TEXT:

Masteralexis, L. P., Barr, C. A., Hums, M. A. (2015). *Principles and Practices of Sport Management*. Burlington, MA: Jones & Bartlett Learning. ISBN: 978-1-284-03417-2

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* and *why* a liberal arts education, at Moravian College, can enhance your life and prepare you for the future.
2. To appreciate our rich resources while fully engaging with and through 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, 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 in 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 community partners.

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 reading/assignments – 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 research.
7. Completing the two examinations.
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 experiential learning adventures!

COURSE ACTIVITIES TO MEET OBJECTIVES: The student will read and understand the material presented through class discussions, presentations, group discussions, exercises, guest speakers, 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	20%
Sport Interview & Chapter Presentation	20%
Exam #1	20%
Exam #2	20%
Sport Management Experiential Learning Endeavor	20%
	100%

GRADING SCHEDULE:

Grades will be determined as follows:

Superior Achievement	A (4.0)	93-100	<p style="text-align: center;">Attention Students!</p> <p>* 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.</p>
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.: KpDesiderioResume2015.doc).*

- ◆ **ENERGY, IDEAS & ENGAGEMENT:** All students will be assessed in this area based on personal activity as well as engagement in class discussions. *Please note that engagement in each chapter will be assessed;* 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 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 and 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. You can earn up to 10 stars for each of the 10 chapters we will cover. *Note: you cannot earn more than one star per week. 1 star = 10pts.*



- ◆ **SPORT INTERVIEW & CHAPTER PRESENTATION: INTERVIEW A SPORT MANAGEMENT PROFESSIONAL!** Each student team will be assigned to a chapter whereby you will interview a Sport Management professional asking questions and synthesizing material related to the assigned chapter. Students will conduct the interview (about 20 minutes) either via phone, video (bluejeans or Google hangout) or in-person. After the interview, each student team will prepare a 15-20 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. 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!*
 5. 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 (5 concepts minimum)?
 6. 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.
 7. CONCEPT #1 SLIDE – what question(s) did you use to connect this concept with the management professional's work; how does this relate?
 8. CONCEPT #2 SLIDE – what question(s) did you use to connect this concept with the management professional's work; how does this relate?
 9. CONCEPT #3 SLIDE - what question(s) did you use to connect this concept with the management professional's work; how does this relate?
 10. CONCEPT #4 SLIDE - what question(s) did you use to connect this concept with the management professional's work; how does this relate?
 11. CONCEPT #5 SLIDE - what question(s) did you use to connect this concept with the management professional's work; how does this relate?
 12. RATIONALE SLIDE – why did you choose this person to interview; how has he/she aided your learning; demonstrate the purpose/quality of your interview.
 13. SO WHAT? SLIDE - why should the audience retain the information shared – why is this important?
 14. AHA! MOMENTS SLIDE – what did you learn and discover; what are your curiosities after the interview?
 15. WILD CARD SLIDE – surprise us with what you will include in this slide, which does not have to be the “15th” slide; you may place this slide anywhere in the deck and include whatever information you see fit!
 16. 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. This is the first year I am facilitating a *Sport Leaders Series*! You will hear from dynamic sport professionals who will share their work from various areas of the world of sport. Are you excited yet?! It is up to your team(s) to take notes, to connect the dots, to ask questions, and to do your research on each guest prior to his/her visit. You will work together to gather data, over the course of the semester, to prepare an end-of-semester presentation on career success in sport. Using the Sport Leaders Series, your work with the Iron Pigs, and our chapter discussions, you will use mindfulness and flow as the theoretical framework to **prepare a multimodal blog**. In short, your blog will capture *meaning in the making* of sport management in action (*more detail below*).

Congratulations -- you have also 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 **Bacon 5K Challenge** special event, but will also learn more about the inner-workings of 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/strategicplan>.

MGMT 255 students will be responsible for working in partnership with the Lehigh Valley IronPigs. As a class, you will work behind-the scenes at the Bacon 5K Challenge on September 25th at Coca-Cola Park.

Bacon Days Experiential Opportunities:

1. *September 25th* – Bacon 5K: Hours are from 2PM to 9PM
2. *Extra: September 17th & 18th* – Help organize participant information, race packets, and etcetera. Hours are from 10am to 5pm for both days
 - The *Bacon 5K Challenge* 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.

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



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 alignment is sound. You will also encourage PLAY! as this is going to be nothing short of fun learning. ☺

MULTIMODAL BLOG DETAILS:

- **TASK.** The experiential-learning venture involves having students enrolled in this class fully engage in our Sport Leaders Series, in our partnership with the IronPigs, and to connect theory to practice. Each student is responsible for fully engaging in this learning adventure. In an effort to fully enhance your experience, we will communicate often, as a class, throughout the semester. Please note that you will be working on this hands-on learning experience TOGETHER. Your **multimodal blog** will strategically combine a minimum of two communication modes (e.g., music, video, imagery, text...) to strategically create *meaning*. In short, your blogs must be thoughtful and strategically crafted. Using Wix (www.wix.com), your team will post a blog entry exactly one week following the visit of a guest from our Sport Leaders Series. At the end of the semester, each student team will present your entire Wix site, including all blog entries, to the class communicating how you have discovered mindfulness and flow to be alive in the world of sport.
- **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, coupled with our Sport Leaders Series, and chapter presentations, will be an environment that enhances your knowledge while developing critical thinking skills that will drive the creation of a comprehensive, sport management-focused multimodal blog that captures your comprehensive learnings. What a great opportunity for you!
 - $Performance = \sum (Motivation * Ability * Environment)$
- **WEEKLY COMMUNICATION(S).** You will make our work as enriching as 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 following each experience in this course. 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 discuss your learning 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). The final presentation will communicate your exploration of this experience **using a sport management lens**. Using resources such as the texts, guest speakers, class discussions, articles shared by peers, observations, and interviews, this project is to be professionally developed and delivered.



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!*

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

THIS PROJECT IS PERFECT FOR INCLUSION IN YOUR PROFESSIONAL PORTFOLIO!

ASSESSMENTS: In addition to summative assessment tools, (exercises, which include G+ community 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://health.jbpub.com/sportmanagement/4e/> (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 Ms. Elaine Mara, Assistant Director of Academic & Disability Support, located on the first floor of Monocacy Hall (extension 1401). Accommodations cannot be provided until authorization is received from the Academic Support Center. 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 *great 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, telephone or video conference. PLEASE SEE ME AS SOON AS POSSIBLE IF YOU ARE HAVING ANY DIFFICULTIES AND, OF COURSE, TO SHARE AHA! MOMENTS. **QUESTIONS ARE ENCOURAGED ☺**

7. **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.

ACBSP ACCREDITATION: The ACBSP Board of Commissioners awarded accreditation to Moravian College's undergraduate majors in accounting, management, and economics. ACBSP accreditation was also achieved by Moravian College's Master of Business (MBA) and Master of Science in Human Resource Management (MSHRM) degrees. Founded in 1988, ACBSP is a leading specialized business accreditation association committed to advancing excellence in business education worldwide, emphasizing quality in teaching and learning. ACBSP was the first business accreditation association to be recognized by the Council for Higher Education Accreditation.

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 **

MEETINGS	TOPIC	READINGS & ASSIGNMENTS
SEPTEMBER 1	INTRODUCTIONS! Chapter 1	Connect with me on Google + 1. Learn more about our community partner http://www.milb.com/index.jsp?sid=t1410 2. Form teams for experiential learning venture and chapter presentations. 3. READ Ch. 1 4. Find buzz pertaining to Ch. 1
3	Chapter 1	1. Come prepared to discuss Ch. 1 2. Create your Wix shell for semester-long project & SHARE your link to our community. 3. Share buzz!
8	MINDFULNESS & FLOW IN SPORT	<i>Special Guest! George Bright, Director of Recreation & Athletics, Moravian College:</i> http://bit.ly/1JsC3op 1. READ Ch. 2 2. Find buzz pertaining to Ch. 2
10	CHAPTER 2 MANAGEMENT PRINCIPLES APPLIED TO SPORT MANAGEMENT	1. Come prepared to discuss Ch. 2 2. Share buzz!
15	MINDFULNESS & FLOW IN SPORT	★ Visit Coca-Cola Park to meet with our IronPigs partner(s)! 1. 1st blog entry due to your Wix site connecting the work of George Bright to mindfulness and flow in sport. 2. READ Ch. 3 3. Find buzz pertaining to Ch. 3
17	CHAPTER 3 MARKETING PRINCIPLES APPLIED TO SPORT MANAGEMENT	1. Come prepared to discuss Ch. 3 2. Share buzz!
22	MINDFULNESS & FLOW IN SPORT	<i>Special Guest! Tim O'Connor, Emmaus High School Head Swimming Coach; PA Swimming Hall of Fame '15</i> http://bit.ly/1Mo9Ohf 1. READ Ch. 4 2. Find buzz pertaining to Ch. 4




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24	CHAPTER 4 FINANCIAL & ECONOMIC PRINCIPLES APPLIED TO SPORT MANAGEMENT	1. Come prepared to discuss Ch. 4 2. Share buzz!
24	FALL CONVOCATION IN FOCUS THEME: POVERTY & INEQUALITY	Keynote Speaker: Karen Armstrong https://en.wikipedia.org/wiki/Karen_Armstrong 10AM * Johnston Hall http://home.moravian.edu/public/infocus/New/poverty/index.html
25	BACON 5K CHALLENGE @ COCA COLA PARK 	All class members will work behind the scenes – http://atmilb.com/1J9frtf
29	CHAPTER 5 LEGAL PRINCIPLES APPLIED TO SPORT MANAGEMENT	1. Blog entry due to your Wix site connecting the work of Tim O'Connor to mindfulness and flow in sport. 2. Come prepared to discuss Ch. 5 3. Share buzz!
OCTOBER 1	MINDFULNESS & FLOW IN SPORT	<i>Study, study, study and have some fun!</i>
6	EXAM #1 	Chapters 1-5, Mindfulness & Flow, & Guest Speakers
8	MINDFULNESS & FLOW IN SPORT	<i>Special guest! John Zima, VP of Organizational Growth & Development RamboPlus Associates, LLC., Kick It</i> http://bit.ly/1EncS5i
13	FALL RECESS 	NO CLASS (boo!) -- Try to have fun without us!
15	CHAPTER 6 ETHICAL PRINCIPLES APPLIED TO SPORT MANAGEMENT	1. Come prepared to discuss Ch. 6 2. Share buzz!
20	MINDFULNESS & FLOW IN SPORT	1. Blog entry due to Wix site connecting the work of John Zima to mindfulness and flow in sport. 2. READ Ch. 9 3. Find buzz pertaining to Ch. 9
22	CHAPTER 9 INTERNATIONAL SPORT	1. Come prepared to discuss Ch. 9 2. Share buzz!
27	MINDFULNESS & FLOW IN SPORT	<i>Special guest! Greg Pieczynski, Golf Pro</i> http://bit.ly/1NaeyGD 1. READ Ch. 16 2. Find buzz pertaining to Ch. 16
29	CHAPTER 16	1. Come prepared to discuss Ch. 16



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	SPORT COMMUNICATIONS	2. Share buzz!
NOVEMBER 3	CHAPTER 18 THE SPORTING GOODS & LICENSED PRODUCTS INDUSTRIES	1. Blog entry due to Wix site connecting the work of Greg Pieczynski to mindfulness and flow in sport. 2. Come prepared to discuss Ch. 18 3. Share buzz!
5	MINDFULNESS & FLOW IN SPORT	<i>Special guests! Mike Clark, Executive Vice President /GM & Chris Thompson, Head Football Coach/Asst. GM LV Steelhawks: http://bit.ly/1hXMUR5 & http://bit.ly/1hy7qaJ</i>
10	MINDFULNESS & FLOW IN SPORT	1. READ Ch. 21 2. Find buzz pertaining to Ch. 21
12	CHAPTER 21 STRATEGIES FOR CAREER SUCCESS	1. Blog entry due to Wix site connecting work of Chris Thompson to mindfulness and flow in sport. 2. Come prepared to discuss Ch. 21 3. Share buzz!
17	MINDFULNESS & FLOW IN SPORT	Special guest! Casey Callahan, Lehigh Valley Phantoms: http://bit.ly/1JwqvEV
19	Exam #2	Chapters 6, 9, 16, 18 & 21, Mindfulness & Flow, & Guest Speakers 
24	Review & Project Prep	Blog entry due to Wix site connecting work of Casey Callahan to mindfulness and flow in sport.
26	HAPPY Thanksgiving	<i>NO CLASS (boo!) -- enjoy quality time with the people who make your heart smile!</i>
DECEMBER 1	PRESENTATIONS!	FINAL PROJECTS DUE – CANNOT WAIT!
3	PRESENTATIONS!	FINAL PROJECTS DUE – CANNOT WAIT!
8	PRESENTATIONS!	FINAL PROJECTS DUE – CANNOT WAIT!
10	Connecting the dots!	BRING YOUR REFLECTIONS ☺ THANK YOU FOR BEING THERE!
	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&ymd=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?ymd=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.

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/year)



The 2nd annual **Bacon 5K Challenge, presented by Toyota** -- which includes a half-pound bacon-eating challenge at the race's halfway point as well as a celebratory drink at the race's conclusion -- will make its highly anticipated return to Coca-Cola Park on Friday, Sept. 25 at 6 p.m. More than 500 runners (and eaters) completed the challenge during last year's inaugural event.

"I can't imagine a better place to run this race than "Bacon, USA" exclaimed IronPigs President & General Manager Kurt Landes. "We hope that bacon lovers near and far join us for an evening of bacon-related awesomeness!"

The Bacon 5K Challenge, presented by Toyota, is on Friday, Sept. 25 at 6 p.m. and will start and end at Coca-Cola Park while of course including the most popular eating element in 5K history - a midway point pit stop to complete the half-pound bacon challenge! After scoffing the large serving of crispy, mouth-watering bacon, the hardest part of the race awaits as challengers run the final 2.5 kilometers back to Coca-Cola Park to finish the Bacon 5K Challenge. Immediately following the evening race, celebrate and unwind with your friends and family at Coca-Cola Park's post-race party (until 8 p.m.) featuring live entertainment, bacon-related food offerings like Candied Maple "Bacon on a Stick", Chocolate-Covered Bacon or a "Hawg" Dog topped with bacon, chili, fried onions and cheese as well as beverages for purchase.

Sign-up for the Bacon 5K Challenge, presented by Toyota, today for just \$45 and receive a commemorative "Scratch and Sniff" bacon race Dri-Tech t-shirt, chip timing featuring results via text message as you finish, a half-pound of bacon at the halfway point and one beverage ticket good for either a beer, bottled soda or water during the post-race party. For participants not wishing to participate in the bacon challenge, entry is just \$40 and includes all of the other race day offerings, except the half-pound of bacon during the race.

There will also be prizes for overall male and female winners who successfully complete the Bacon Challenge. Sign-up by Friday, Aug. 14 to guarantee your "Scratch and Sniff" bacon race Dri-Tech t-shirt.



Registration will end on Friday, Sept. 18. Race packet pick-up is available at Coca-Cola Park beginning on Mon., Sept. 21 through Wed., Sept. 23 from 9 a.m. to 6 p.m. at the Coca-Cola Park ticket office.

To register for the Bacon 5K Challenge presented by Toyota, [click here](#), call (610) 841-PIGS (7447) or visit the Coca-Cola Park ticket office during normal business hours (Mon.-Fri. 9 a.m. to 5 p.m.; Sat., 10 a.m. to 2 p.m.). The total number of participants will be limited and interested parties are encouraged to sign-up today to guarantee a "Scratch and Sniff" Dri-Tech t-shirt as well as a spot in the race.

Following the club's successful "Smell the Change" rebrand in 2014 that included the introduction of a bacon strip on-field cap among other various bacon-related elements, the IronPigs have doubled-down on bacon recently, adding a "Bacon, USA" theme to their 2015 campaign. The bacon cap is the top-selling lid in the Minors since its viral debut. The club's bacon-themed uniform can be viewed at www.SmellTheChange.com.

Appendix B

CENTER FOR CAREER AND CIVIC ENGAGEMENT FALL EVENTS CALENDAR

SEPT 1	OPEN HOUSE 11:00-1:00PM - Center for Career and Civic Engagement Come and join us as we celebrate the renaming of our office and meet our new Director of Civic Engagement and Assistant Director of Career Development for Experiential Learning!	SEPT 29
SEPT 10	HOW TO CREATE A RESUME WORKSHOP 11:45-1:00PM - TBD Need a Resume? Applying for an Internship or Job? This session will help you to start your resume.	SEPT 29
SEPT 15	NEW YORK NETWORKING RECEPTION Depart 2:00PM, Event 6:00-8:00PM Athletic Club, New York 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. There is a cost of \$10 which is returned when you attend the event. 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. Junior and Senior Sign-Ups <ul style="list-style-type: none"> • Sept 1 - 11:30-1:00pm and 5:00-7:00pm • Sept 2 - 8:00-4:30pm Underclassman Sign-Ups <ul style="list-style-type: none"> • Sept 3 - 8:00-4:30pm 	OCT 8
	VOLUNTEER AND INTERNSHIP FAIR 11:30-1:00PM - HUB Non-profits and Community Partners will be on campus to meet with students about volunteering and internships. Every major and year of study is encouraged to attend; there will be opportunities for everyone! Professional dress and polished resumes are required. No advanced registration necessary.	OCT 22
	CHOOSING A MAJOR WORKSHOP 11:45-1:00PM - TBD Unsure what major to choose? Deciding between a few majors? Learn about your options, things to consider when choosing, and how to declare your major.	OCT 23
	ETHICS AND INTEGRITY IN THE WORKPLACE 11:45-1:00PM - TBD This session will engage students with real stories of ethical decision making dilemmas and tools for identifying your own ethical standards in life and the workplace.	
	HABITAT FOR HUMANITY HOMECOMING BUILD TBD - TBD Our annual homecoming build event in partnership with Moravian College's Habitat for Humanity.	

QUESTIONS?
CONTACT THE CENTER FOR CAREER AND CIVIC ENGAGEMENT
career@moravian.edu and/or
communityservice@moravian.edu - 610-861-1509

2015



CENTER FOR CAREER AND CIVIC ENGAGEMENT FALL EVENTS CALENDAR

**NOV
8**

SOPHOMORE SUCCESS

2:00PM - TBD

The Sophomore Success program will engage students in interactive workshops that will provide information and hands-on activities on topics including creating a personal brand, creating/tailoring resumes and cover letters, exploring hands-on learning opportunities, practicing interviewing and learning about the graduate school admissions process/timeline.

**NOV
11**

STUDENT ALUMNI NETWORKING RECEPTION

7:00-8:30PM - TBD

Mingle with alumni right here on campus. Alumni from diverse occupations will be here to help you as you plan your career path. Lots of great desserts and conversation will be had. Business dress is required. Pre-register for business cards.

**NOV
16-20**

HUNGER AND HOMELESSNESS AWARENESS WEEK

TBD - TBD

National Hunger & Homelessness Awareness Week is held each year the week before Thanksgiving. During this week the Center for Career and Civic Engagement will be hosting events related to this theme.

**NOV
TBD**

HUNGER BANQUET

TBD - TBD

A focus event in Hunger and Homelessness Awareness week that demonstrates to students the meaning and understanding of hunger as shown through various cultures.

BACKPACK TO BRIEFCASE

**JAN
15-16**

A 2-day professional development seminar for juniors & seniors! This event includes mock interviews with industry professionals, resume reviews, an etiquette dinner and great sessions about what it's like in the "real world". Topics include professionalism and avoiding pitfalls in the workplace, finding success in employment and graduate school, personal branding and marketing skill-sets and life management skills. Pre-registration is required. Register at <http://home.moravian.edu/career>.

CENTER FOR CAREER AND CIVIC ENGAGEMENT FALL 2015

**DROP-IN
HOURS**

Mondays 2:00 - 4:00pm

Tuesday 2:00 - 4:00pm

Wednesday 2:00 - 4:00pm

Thursdays 11:30 - 1:30pm

COUNSELORS

- AMY SAUL
- ASHLEY FORSYTHE
- KATHLEEN NEMCHIK



No need to make an appointment, just drop-in!

Moravian College encourages persons with disabilities to participate in its programs and activities. If you anticipate needing any type of accommodation regarding physical accessibility, please contact the Center for Career and Civic Engagement at 610-861-1509 at least one week prior to the event

Appendix C: 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