

**University of Florida**  
**College of Health and Human Performance**  
**Department of Tourism, Recreation & Sport Management**  
**Spring 2009**

**Course Number:** SPM 4154C      Section: 2029  
**Course Title:** ADMIN SPORT/PHYS ACTIV  
**Semester Hours:** 3 (MWF 3:00-3:50)  
**Professor:** Se-Hyuk Park, Ed.D.  
**Office:** Florida Gym 206A  
**Classroom:** Mccarty 1142  
**Phone:** (352) 392-4042 (ext. 1322)  
**E-mail:** [parkse@hhp.ufl.edu](mailto:parkse@hhp.ufl.edu)

**Office Hours:** Posted on office door. Appointments may be scheduled in advance and/or when I am available in my office.

**Description:** This course is designed to provide an overview of the administrative structure, process, and responsibilities in sport service organizations. A study of administrative theory and principles will be applied to solve organizational problems as they relate to the process of planning, organizing, staffing, leading, and other issues that are related to operating physical activities and sport programs. Organizational behavior, leadership, and strategic management in sport receive special attention.

**Required Textbook:** Chelladurai, P. (2005, 2<sup>nd</sup> ed.). Managing organizations for sport and physical activity: A systems perspective. Scottsdale, AZ: Holcomb Hathaway Publishers.

**WEB CT Vista:** Course news, information, syllabus, and class presentations can be found online at [lss.at.ufl.edu](http://lss.at.ufl.edu). Each student will need to use the gatorlink account to log into the class link. Please check your Vista account everyday.

**Course Methods:**

Emphasis will be placed on class discussions.

**Objectives:**

- 1) Students will be able to precisely define the field of sport management and understand exactly what a sport organization offers in terms of products and services.
- 2) Students will be able to identify the different types of goals in sport organizations.
- 3) Students will be able to explain organizational structures of sport organizations.
- 4) Students will be able to describe the classical view of organizations.
- 5) Students will be able to describe a systems view of organizations.
- 6) Students will be able to understand the meaning of management, with specific attention given to decision making, planning, organizing, and leading.
- 7) Students will be able to understand the theories of leadership
- 8) Students will be able to evaluate sport programs and physical activities.

**Evaluation:**

**GRADING:** Grading will be based on the percentage of the final number of points earned out of the total possible points.

A = 90-100%	B+ = 87-89.9%	B = 80-86.9%	C+ = 77-79.9%
C = 70-76.9%	D+ = 67-69.9%	D = 60-66.9%	F = 59.9 or lower

**Grade Composition**

1. Interview and presentation	10%
2. Case Analysis - group project	10%
3. Quizzes	20%
4. Class attendance	20%
4. Brief	10%
5. Mid-term	10%
6. Final Exam	20%

## 1. Interview and presentation

Students will contact a professional (at the management level) in the sport industry (e.g., an athletic director, marketing/promotion director, owner of a professional team, event manager). **YOU CAN INTERVIEW PERSONNEL FROM YOUR HIGH SCHOOL OR UF.** Think BIG-- start at the top! After a contact is made, students will then set-up a time and place for an in-person interview (telephone interviews will be accepted in exceptional cases). The interview should last 20 minutes to 1 hour. Sample questions might include: Describe your career path into your present position; Describe your daily duties; What is the best part of your job? The worst part?

Students will hand in a write-up (two pages double spaced in normal Times New Roman or Courier font) and slides of their presentations prior to actually giving them. *All written copies of presentations are due on Friday, February 6.* At that time, students will sign up for presentation times (February 9, 11, or 13). The basic format for the presentation will be: (A) Explain the process of setting up the interview, (B) Overview of the interview content, (C) What you learned from the interview. Students will prepare a 5-10 minute FORMAL presentation (i.e. proper dress is required; Students are required to use Power Point slides). You need a minimum of 10 slides, but no more than 20.

### Grades will be given as follows:

Content of interview (insightful questions, in-depth coverage, helpful to students). This will be evaluated by both the written and presented portions.	5 pts
Presentation (effective communication and w/in time limit)	5 pts

## 2. Case Analysis – group project

During the course of the semester, each group (3 students) will be presented a problem from an organization through the vehicle of a comprehensive case. The task for the group will be to apply the following diagnostic model to the case:

- 1) Define the major problem in organizational behavior and management terms!
- 2) Summarize the probable causes of the problem!
- 3) Consider the cost and benefits of each solution!

- 4) Choose a solution and describe how you would implement that solution!
- 5) Make sure your solution is efficient, feasible, ethical, legally defensible, and can be defended in a debate situation!
- 6) You will be expected to integrate the concepts discussed in class into your proposed solutions.
- 7) This will necessitate considering individual, group, and organizational factors and implications when completing your analysis.
- 8) Groups will hand in a write-up (two pages double spaced in normal Times New Roman or Courier font) and slides of their presentations prior to actually giving them. *All written copies of presentations are due on Monday, March. 30.* At that time, groups will sign up for presentation times (April 6, 8, or 10). Groups will prepare a 10-15 minute FORMAL presentation (i.e. proper dress is required; Students are required to use Power Point slides). All students will be expected to participate in presentations You need a minimum of 10 slides, but no more than 20. This case analysis is worth 10% of your final grade. Grades will be given as follows:

Content of case proposal. This will be evaluated by both the written and presented portions.	5 pts
Presentation (effective communication and w/in time limit – 10 to 15 minutes)	5 pts

### 3. Quizzes

You will be given four quizzes, worth 5 points each. There will be 10 questions on each quiz on all textbook material and lecture material that have been covered. There will be no make-ups for missed quizzes and exams.

**4. Brief:** You will turn in an article brief by April 15th (Wednesday). A brief is to be at least 2 full typed pages (in normal Times New Roman font). You need to submit the reference article. The brief should summarize an article from a research journal that relates to the topic of managing diversity. It should also contain your response to the article (What is the purpose of the article? Did you agree/disagree with the researcher(s)? Did you find a particular flaw in the analysis? Did you find something interesting? And more...

### **Class Policies:**

- 1) Make-up policy for assignments. Assignments may be made-up if absence is because of official UF business or is because of illness or other emergency. Documentation must be provided.
- 2) Make-up policy for quizzes and exams. There will be no make-ups for missed quizzes and exams. If a student arrives late for an exam and the first student finished with the exam has left the room, the late student will not be permitted to take the exam and will receive a zero for that exam.
- 3) Student assignments will not be accepted via e-mail without prior permission of the professor for a specific assignment. Permission will be granted only in extreme circumstances.
- 4) Papers, tests, and other similar requirements must be the work of the student submitting them. When direct quotations are used, they must be indicated, and when the ideas of another are incorporated in the paper they must be appropriately acknowledged.
- 5) Students in need of disability accommodation should notify me immediately.
- 6) Please make sure that you turn off all cellular phones before class starts.
- 7) Attendance and Participation. Students are expected to attend and actively participate in each class meeting in order to successfully meet the course requirements. Students are expected to be on time for class and ready to participate in the classroom activities. Your participation during each classroom activity is essential to the learning process. Poor attendance and lack of participation will result in a reasonable deduction of points (related to number of absences and level of participation) from those points. Students missing more than 20% of the class sessions will receive a failing grade for the course unless a documented written excuse is provided for absences. Excused absences could be illness, university sponsored activities, and family or personal emergencies.  
  
(One percent deduction per late arrival or early departure; One Absence = 2% deduction per absence from your final grade.)
- 8) Please complete reading prior to class!

Active Participation includes:	Active Participation does <u>NOT</u> include:
☺ Attending classes regularly, and on time	☹ Not coming to classes, or being habitually late
☺ Asking thoughtful questions and being prepared to follow up	☹ Reading newspapers and other unrelated materials during classes
☺ Being prepared by having done the required reading and other assignments for each lecture	☹ Not listening to your classmates.
☺ Taking advantage of office hours and other out-of-classroom opportunities	☹ Not staying active in work groups. Not participating on an equal basis in work groups
☺ Contributing knowledge and effort when working in small groups	☹ Being inflexible or intolerant of different viewpoints or opinions
☺ Volunteering answers to questions	☹ Showing lack of respect for speakers by talking, sleeping, or doing other work in class
☺ Providing real life examples based on your experiences and observations	☹ Asking questions that have been asked and answered before
☺ Being supportive of other members of the class ("criticize ideas not people")	☹ Talking when others are presenting

## **Subject Matter and Tentative Course Schedule**

**Week 1** Introduction to Course/ Defining the Field of Sport Management

**Week 2** Classical View of Organizations

**Week 3** Systems View of Organizations - **Quiz I** (Friday, 1/23)

**Week 4** Meaning of Management -Interview Paper due (Friday, 2/6)

**Week 5** Planning (& Interview presentation times on Feb. 9, 11, & 13)

- **Quiz II** (Friday, 2/6)

**Week 6** Managerial Decision Making

**Week 7** (**MID-TERM EXAMINATION, 2/20**) & Principles of Organizing/

**Week 8** System-Based Organizing (Case Proposal due, 3/30)

**Week 9** *Motivational Basis of Learning/ Behavioral Process of Leading*

- **Quiz III** (Wednesday, 3/6)

**Week 10** Contemporary Approaches to Leadership/ Communication

**Week 11** Program Evaluation - - **Quiz IV** (Friday, 3/27)

**Week 12** Organizational Effectiveness

**Week 13** Strategic Human Resources Management

- (Case Presentation: April 4, 8, 10)

**Week 14** Managing Diversity (Brief due, Wednesday, 4/15)

**Week 15** Ethics in Sport Management, Wrap-up, & Exam preparation

## Week 16 Final Exam

### Notable Dates

- 1) January 19- (Monday). No class. Martin Luther King Jr.'s Birthday
- 2) February 1 – (Sunday). No class. Se-Hyuk Park's Birthday
- 3) March 7 – 14. Spring Break
- 4) March 31-April 4 . No class. I participate in a conference (American Alliance for Health, Physical Education, Recreation & Dance) held at Tampa.
- 5) April 22 - (Wednesday). 2009 Spring Classes End.
- 6) April. 28 - (28D: Tuesday, 3:00-5:00p.m.). FINAL EXAMINATION--IN CLASS

@ Please fill out a Note Card (use 4X6 index card) with 1) your picture, 2) your name and a name you prefer to go by, 3) year at UF, 4) e-mail address, 5) cellular phone number, 6) and personal comment, if you have any.

## Biographical Sketch

Se-Hyuk Park is an associate professor of Sport and Health Science at Seoul National University of Technology. He is currently employed at the University of Florida with the title of OPS Adjunct Assistant Professor in the department of Tourism during his sabbatical leave. He holds a bachelor of science in Physical Education from Yonsei University in Korea. He received his master's degree in Teaching in Physical Education from Portland State University. He also received his Master of Science in Park & Recreation Management and his Doctor of Education in Physical Education from West Virginia University. Between earning his master's and doctorate, he worked as a full-time instructor for the Moore Street Community Center. During the past 10 years he has taught graduate and undergraduate courses in sport marketing, sport management, recreation, swimming, and tennis at SNUT and other universities in Korea. His academic interests focus on sport consumers' loyalty, recreation specialization, organizational commitment, identification, involvement, and youth-at-risk. He is most interested in applying these subjects matter to public and non-profit sector delivery systems. Se-Hyuk Park has published in all of the major journals in recreation, sport marketing, and sport management such as the Journal of Sport Management, Sport Marketing Quarterly, International Journal of Sport Management, and Journal of Leisure Research. He is currently a reviewer of several Journals: International Journal of Sport Management, Journal of ICHPER·SD, Korean Society of Leisure

and Recreation, The Korean Journal of Physical Education, Korean Journal of Sport Management, and International Journal of Applied Sports Sciences. He has served as a board member in Korean Society for Sport Management, Korean Society of Leisure and Recreation, Leisure and Recreation Association in Korea, and Korean Alliance for Health, Physical Education, Recreation and Dance.