



## KIN6025 - Special Topics: Operations Management in Sport

### Department of Kinesiology

KIN6025: Special Topics –  
Operations Management in Sport

Fall 2020

3 Units



**Instructor:** Professor Jay Petterson, MS, CPT

**Phone:** 619.849.3003

**Email:** [jpetters@pointloma.edu](mailto:jpetters@pointloma.edu)

**Office Hours:** [Schedule HERE](#)

### PLNU Mission

#### To Teach ~ To Shape ~ To Send

Point Loma Nazarene University exists to provide higher education in a vital Christian community where minds are engaged and challenged, character is modeled and formed, and service becomes an expression of faith. Being of Wesleyan heritage, we aspire to be a learning community where grace is foundational, truth is pursued, and holiness is a way of life.

#### COURSE DESCRIPTION

An integral part of any athletic business is the operations, whether a goods producing or service providing organization, profit or not for profit. Understanding key operations management knowledge areas, phases and processes are critical factors to any successful operational implementation. Students will identify supply chain management, forecasting, inventory management, and control. Topics include the role of customers, suppliers, and the community to operations and systems management.

#### INSTITUTIONAL LEARNING OUTCOMES (ILO's)

1. **Learning, Informed by our Faith in Christ:** Students will acquire knowledge of human cultures and the physical and natural world while developing skills and habits of the mind that foster lifelong learning.
2. **Growing, In a Christ-Centered Faith Community:** Students will develop a deeper and more informed understanding of others as they negotiate complex professional, environmental and social contexts.
3. **Serving, In a Context of Christian Faith:** Students will serve locally and/or globally in vocational and social settings.

#### PROGRAM LEARNING OUTCOMES (PLO's)

The Point Loma Nazarene University MS-KIN graduate will be able to:

1. Appraise current research data and integrate it into professional practice to solve relevant problems and make effective decisions.
2. Work independently and with a team to persuasively communicate essential information in their discipline.
3. Demonstrate appropriate breadth of knowledge of the background and principle research in their specialization in order to conduct an independent research project.
4. Serve various populations, integrating compassionate care and the Christian faith with their professional practice.
5. Pursue an active and growing involvement in their discipline by achieving advanced certification and/or membership in a related professional organization.

### **COURSE LEARNING OUTCOMES (CLO's)**

The following student learning outcomes will be achieved by this course; student will be able to:

1. Describe the responsibilities, skills and functions of sport managers.
2. Demonstrate the understanding of and utilization of a SWOT Analysis.
3. Define the components of organizational culture; compare innovation, diversity and quality.
4. Create and present the four parts of HR management.
5. Synthesize what job satisfaction is and why it is important.
6. Describe cohesiveness and why it is important to teams; understand how communication flows through organizations.
7. Create all components of a strategic management plan
8. Compare the trait, behavioral, and contingency theories of leadership.

### **CREDIT HOUR INFORMATION**

In the interest of providing sufficient time to accomplish the stated Course Learning Outcomes, this class meets the PLNU credit hour policy for a 3-unit class delivered over 8 weeks. Specific details about how the class meets the credit hour requirement can be provided upon request.

<b>Assignments</b>	<b>Course Hours</b>
Discussion Forums & Learning Activities	30.5
Major Assignments	24
Readings, Viewings and Webinars	40
Formative Assessments	18.5
<b>Total Course Hours</b>	<b>112.5</b>

### **REQUIRED TEXTS**

Lussier, R. & Kimball, D. (2020). *Applied Sport Management Skills (3rd ed)*. Print ISBN: 9781492570158, eText ISBN: 9781492589747

### **ASSESSMENT AND GRADING**

The total number of points accumulated on quizzes, exams, assignments, learning activities, and discussion board posts determines your final letter grade in this course.

	<b>Grades</b>		
Weekly Written Discussions (6 @ 20 pts. each)	120 pts.	A=93-100%	C= 73-76.9%
Webinar Participation (4 @5pts. each)	20 pts.	A-=90- 92.9%	C-=70-72.9%
Formative Assessments (4 quizzes @ 20 pts. each)	80 pts.	B+=87-89.9%	D+= 67-69.9%
Learning Activities (7 @ 20 pts. each)	80 pts.	B=83-86.9%	D=63-66.9%
Video Discussions (2 @20 pts. each)	40 pts.	B-=80-82.9%	D-=60-62.9%
Culminating Experience	150 pts.	C+=77-79.9%	F=Below 60%
Culminating Experience Topic Selection	5 pts.		
Introduction Video	5 pts.		
<b>Total Points</b>	<b>500 pts.</b>		

## Module 1

Course overview; The sport industry environment, managing sports and what is involved in the roles of sport managers; conducting business as a sport manager; the ethical responsibilities of a sport manager)

## Module 2

Planning – Part I (Creative Problem Solving and Decision Making) Part II (Strategic Planning)

Planning)

<b>Module 3</b>	Organizing – Part I (Organization and Delegation) Part II (Culture, Innovation, and
<b>Module 4</b>	Human Resources – Human Resource Management (Creating policies, procedure and retention)
<b>Module 5</b>	Leading in Management – Part I (Behavior in Organizations ) Part II ( Team Develc Part III (Communications)
<b>Module 6</b>	Controlling - Part I (Operational Decision Making – Financial, operations structure, risk management) Part II (Performance Management – Objectives, performance, p
<b>Module 7</b>	Operational Decision Making – Financial, operations structure, procedures, service Motivation and Leadership - Part I (Motivating and Performance) Part II (Leadershi Characteristics)
<b>Module 8</b>	Leadership - Leadership Styles and Characteristics

## DISCUSSION EXPECTATIONS

Class participation and professionalism are expected in this course. It is your responsibility to access Canvas regularly and to participate in class discussions, as your interaction with the course content, the instructor, your colleagues, and the learning process directly influences your levels of success in the course. To reinforce and expand upon the material covered, each week you will be expected to craft **one (1)** detailed post in response to the discussion board question(s) provided. **Each original discussion board post must be at least 300 words in length, include at least one citation (in APA format), and is due by Friday at 11:59pm.** Following your original post, you will then be asked to craft at least **one (1)** post in response to the work of your colleagues to demonstrate your understanding and application of the concepts presented, as well as to further the class discussion in a meaningful way. **Your response posts must be at least 200 words in length and must be crafted in a way to offer additional perspective, a new point of view and/or some other type of substantive information to further the discussion and the learning process. Response posts are due by Sunday at 11:59pm.** Please note that late submissions will not be considered for credit.

## LATE ASSIGNMENTS

All assignments are to be submitted/turned in by the end of day (11:59pm PT) on which they are due via Canvas. Late work will **not** be accepted in this course.

## FINAL EXAMINATION POLICY

Successful completion of this class requires completing a final culminating experience during the last week of the course during the designated timeframe. No requests for early submissions or alternative days will be approved.

## EMAIL ETIQUETTE

When sending an email to the professor, students are expected to utilize best professional practices, constructing well-written, complete correspondence in which the student's name and course number are noted in the subject line. In addition, the body of the email should include an appropriate salutation

as well as detailed information regarding the nature of the question or concern. The professor will respond to all emails within 48 hours of receipt.

## **SPIRITUAL CARE**

PLNU strives to be a place where you grow as a whole person. To this end we provide resources for our Graduate students to encounter God and grow in their Christian faith. At the Liberty Station campus we have an onsite chaplain, Rev. Dave Hazel, who is available during class break times across the week. If you have questions, desire to meet or share a prayer request with Rev. Hazel you can contact him directly at [dhazel@pointloma.edu](mailto:dhazel@pointloma.edu) or feel free to call or text. 913-231-3975

## **PLNU COPYRIGHT POLICY**

Point Loma Nazarene University, as a non-profit educational institution, is entitled by law to use materials protected by the US Copyright Act for classroom education. Any use of those materials outside the class may violate the law.

## **ACADEMIC HONESTY**

Students should demonstrate academic honesty by doing original work and by giving appropriate credit to the ideas of others. Academic dishonesty is the act of presenting information, ideas, and/or concepts as one's own when in reality they are the results of another person's creativity and effort. A faculty member who believes a situation involving academic dishonesty has been detected may assign a failing grade for that assignment or examination, or, depending on the seriousness of the offense, for the course. Faculty should follow and students may appeal using the procedure in the university Catalog. See the **Academic Honesty Policy** in the Graduate and Professional Studies Catalog for definitions of kinds of academic dishonesty and for further policy information.

## **PLNU ACADEMIC ACCOMMODATIONS POLICY**

While all students are expected to meet the minimum standards for completion of this course as established by the instructor, students with disabilities may require academic adjustments, modifications or auxiliary aids/services. At Point Loma Nazarene University (PLNU), these students are requested to register with the Disability Resource Center (DRC), located in the Bond Academic Center, located in the Bond Academic Center ([DRC@pointloma.edu](mailto:DRC@pointloma.edu) or 619-849-2486). The DRC's policies and procedures for assisting such students in the development of an appropriate academic adjustment plan (AP) allows PLNU to comply with Section 504 of the Rehabilitation Act and the Americans with Disabilities Act. Section 504 prohibits discrimination against students with special needs and guarantees all qualified students equal access to and benefits of PLNU programs and activities. After the student files the required documentation, the DRC, in conjunction with the student, will develop an AP to meet that student's specific learning needs. The DRC will thereafter email the student's AP to all faculty who teach courses in which the student is enrolled each semester. The AP must be implemented in all such courses.

If students do not wish to avail themselves of some or all of the elements of their AP in a particular course, it is the responsibility of those students to notify their professor in that course. PLNU highly recommends that DRC students speak with their professors during the first two weeks of each semester about the applicability of their AP in that particular course and/or if they do not desire to take advantage of some or all of the elements of their AP in that course.

## **PLNU ATTENDANCE AND PARTICIPATION POLICY**

Regular and punctual attendance at all **synchronous** class sessions is considered essential to optimum academic achievement. If the student is absent for more than 10 percent of class sessions (virtual or face-to-face), the faculty member will issue a written warning of de-enrollment. If the absences exceed 20 percent, the student may be de-enrolled without notice until the university drop date or, after that date, receive the appropriate grade for their work and participation. In some courses, a portion of the credit hour content will be delivered **asynchronously** and attendance will be

determined by submitting the assignments by the posted due dates. See **Academic Policies** in the Graduate and Professional Studies Catalog. If absences exceed these limits but are due to university excused health issues, an exception will be granted.

### **Asynchronous Attendance/Participation Definition**

A day of attendance in asynchronous content is determined as contributing a substantive note, assignment, discussion, or submission by the posted due date. Failure to meet these standards will result in an absence for that day. Instructors will determine how many asynchronous attendance days are required each week.

Students taking online courses are expected to attend each week of the course. Attendance is defined as participating in an academic activity within the online classroom which includes posting in a graded activity in the course. (Note: Logging into the course does not qualify as participation and will not be counted as meeting the attendance requirement). Students will also be asked to attend and participate in **at least three of the live webinars** throughout the 8-week course (see Course Schedule).

Students who do not attend at least once in any 3 consecutive days will be issued an attendance warning. Students who do not attend at least once in any 7 consecutive days will be dropped from the course retroactive to the last date of recorded attendance.

Students who anticipate being absent for an entire week of a course should contact the instructor in advance for approval and make arrangements to complete the required coursework and/or alternative assignments assigned at the discretion of the instructor. Acceptance of late work is at the discretion of the instructor and does not waive attendance requirements.

### **INSTRUCTOR FEEDBACK**

Weekly assignments will be graded as soon after the due date as possible and grades for the week will be posted to the Canvas gradebook by Wednesday night of the following week. Grades for major assignments will be posted one week after the assignment due date. If an immediate response is needed, please email the instructor, or post to Hallway Conversations.

### **USE OF TECHNOLOGY**

In order to be successful in the online environment, you'll need to meet the minimum technology and system requirements; please refer to the **Technology and System Requirements** information. Additionally, students are required to have headphone speakers compatible with their computer available to use. If a student is in need of technological resources please contact **student-tech-request@pointloma.edu**.

Problems with technology do not relieve you of the responsibility of participating, turning in your assignments, or completing your class work.

### **ACADEMIC STANDING**

Graduate students at Point Loma must obtain a 3.0 GPA to remain in good standing in the MS Kinesiology program:

**[http://catalog.pointloma.edu/content.php?catoid=20&navoid=1403#Academic\\_Standing](http://catalog.pointloma.edu/content.php?catoid=20&navoid=1403#Academic_Standing)**

Additionally, all graduate students need to earn a C or higher in all graduate courses according to the catalog grading policy:

*Traditional letter grades (A, B, C, D, F) including plus and minus grades are used to indicate the level of scholarship earned for each course. Except for the correction of an error, all traditional letter grades are final at the conclusion of the academic term. Once the degree has been posted on the student's official transcript, no change of grade action is allowed for courses leading to the degree. The grade of C is the lowest grade acceptable for graduate credit.*

## STATE AUTHORIZATION

State authorization is a formal determination by a state that Point Loma Nazarene University is approved to conduct activities regulated by that state. In certain states outside California, Point Loma Nazarene University is not authorized to enroll online (distance education) students. If a student moves to another state after admission to the program and/or enrollment in an online course, continuation within the program and/or course will depend on whether Point Loma Nazarene University is authorized to offer distance education courses in that state. It is the student's responsibility to notify the institution of any change in his or her physical location. Refer to the map using the below link to view which states allow online (distance education) outside of California. <https://www.pointloma.edu/offices/office-institutional-effectiveness-research/disclosures>

## Course Summary:

Date	Details	
Wed Oct 28, 2020	<u><b>Introduction Video</b></u>	due by 11:59pm
Fri Oct 30, 2020	<u><b>Written Discussion #1 Corporate Social Responsibility</b></u>	due by 11:59pm
Sun Nov 1, 2020	<u><b>Learning Activity #1 Evaluating a Mission Statement</b></u>	due by 11:59pm
Tue Nov 3, 2020	<u><b>KIN6025-1 FA20 - Class Meeting</b></u>	5:30pm to 6:30pm
	<u><b>Live Webinar #1</b></u>	due by 11:59pm
Fri Nov 6, 2020	<u><b>Written Discussion #2 - Strategic Plan, Operations Plan and SWOT Analysis</b></u>	due by 11:59pm
Sun Nov 8, 2020	<u><b>Formative Assessment #1 (Ch. 1-4)</b></u>	due by 11:59pm
	<u><b>Learning Activity #2 SWOT Analysis</b></u>	due by 11:59pm
Fri Nov 13, 2020	<u><b>Written Discussion #3 Innovation and Diversity</b></u>	due by 11:59pm
Sun Nov 15, 2020	<u><b>Extra Credit</b></u>	due by 11:59pm
	<u><b>Culminating Project - Topic Selection</b></u>	due by 11:59pm

Date	Details	
	<u>Learning Activity #3</u>	due by 11:59pm
Tue Nov 17, 2020	<u>KIN6025-1 FA20 - Class Meeting</u>	5:30pm to 6:30pm
	<u>Live Webinar #2</u>	due by 11:59pm
Fri Nov 20, 2020	<u>Written Discussion #4 Creating Diversity through Human Resources in Sport</u>	due by 11:59pm
Sun Nov 22, 2020	<u>Formative Assessment #2 (Ch. 5-7)</u>	due by 11:59pm
	<u>Learning Activity #4 Human Resources</u>	due by 11:59pm
Fri Nov 27, 2020	<u>Video Discussion #1</u>	due by 11:59pm
Sun Nov 29, 2020	<u>Learning Activity #5 - Job Satisfaction</u>	due by 11:59pm
Tue Dec 1, 2020	<u>KIN6025-1 FA20 - Class Meeting</u>	5:30pm to 6:30pm
	<u>Live Webinar #3</u>	due by 11:59pm
Fri Dec 4, 2020	<u>Written Discussion #5 Performance and Event Management</u>	due by 11:59pm
Sun Dec 6, 2020	<u>Formative Assessment #3 (Ch. 8, 9, 13, 14)</u>	due by 11:59pm
	<u>Learning Activity #6</u>	due by 11:59pm
Fri Dec 11, 2020	<u>Video Discussion #2</u>	due by 11:59pm
Sun Dec 13, 2020	<u>Course Evaluation</u>	due by 11:59pm
	<u>Culminating Project - Part I</u>	due by 11:59pm
	<u>Extra Credit Opportunity</u>	due by 11:59pm



Date	Details
Tue Dec 15, 2020	<u>KIN6025-1 FA20 - Class Meeting</u> 5:30pm to 6:30pm
	<u>Live Webinar #4</u> due by 11:59pm
Fri Dec 18, 2020	<u>Culminating Project - Part II</u> due by 11:59pm
	<u>Written Discussion #6</u> due by 11:59pm
Sun Dec 20, 2020	<u>Formative Assessment #4 (Ch. 10-12)</u> due by 11:59pm
	<u>Learning Activity #7 (Leadership in Sport Management)</u> due by 11:59pm
	<u>When does innovation become imitation?</u>