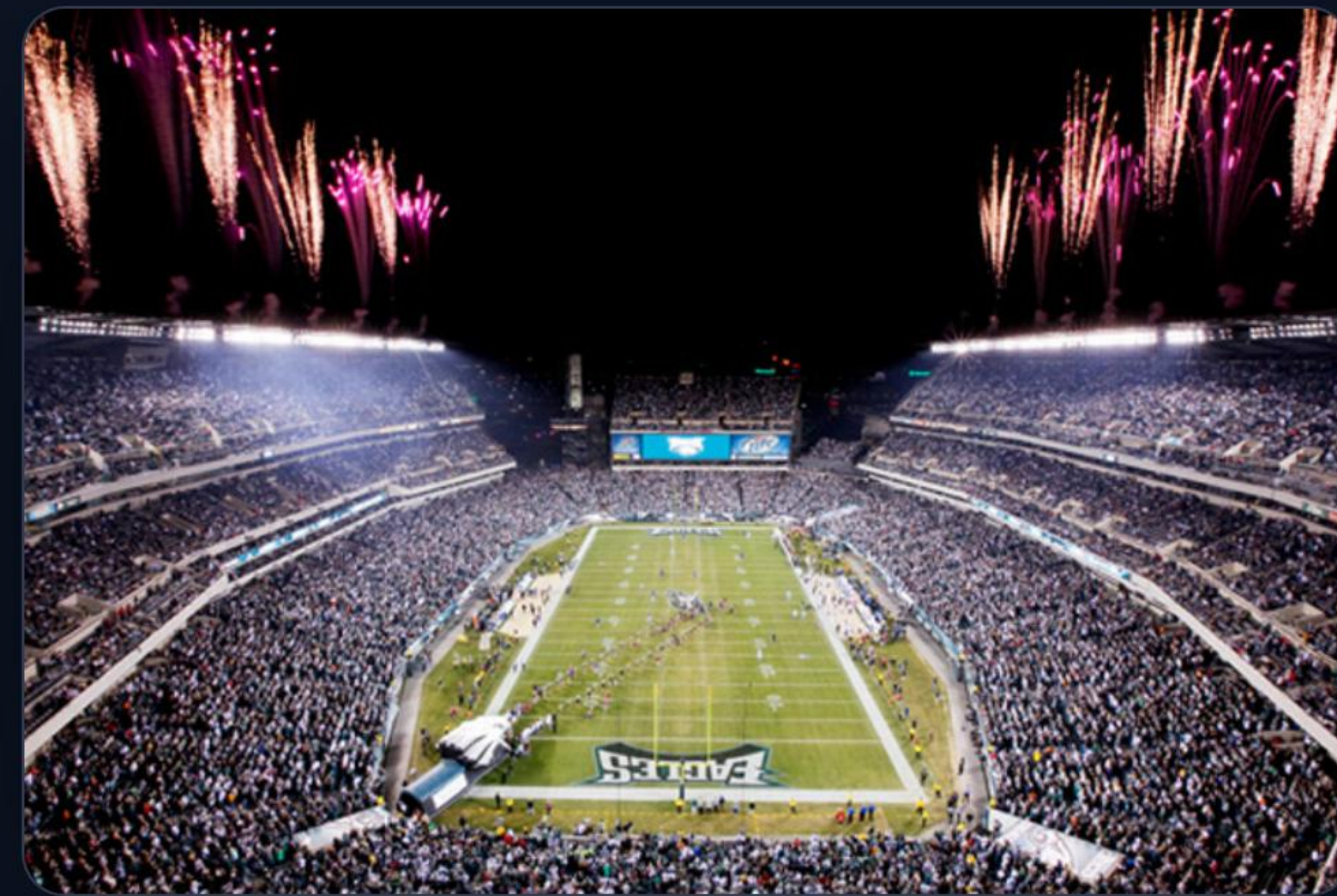


— SPM 261 • SPORT MANAGEMENT • ARCADIA UNIVERSITY

Introduction to Sport Management (SPM 261)

Sport Management • Arcadia University



Dr. Jun Kim

2013	● Ph.D. in Sport Management, Florida State University
2013–2015	● Assistant Professor, State University of New York at Brockport
2015–2019	● Assistant Professor, Arcadia University
2018	● Lecturer, Columbia University
2019–2024	● Associate Professor, Arcadia University
2021–2023	● Adjunct, Temple University
2025–present	● Professor, Arcadia University

✦ Research Interest: AI & Sports Analytics

Arcadia Sport Management

Major (BA, BS) and Minor [since 2015]

- 60-65 majors, 10-15 minors
- Graduates— Kambi, Phillies, Buccaneers, Johns Hopkins Women's Lacrosse operations, TD Bank, Union, Sesame Place, Trenton Thunder, Albright College Athletics, Monmouth University Athletics, Red Bulls, Phoenix Mercury, SEI Investments, Towson University Athletics, etc.
- Graduates cont.— Northwestern Law School, Drexel Sport Management Graduate Program, Temple Graduate School & Seton Hall University MBA, Delaware Law School, Villanova Law School, La Salle Graduate School, etc.
- Internships— Phillies, Flyers, Union, Eagles, Blue Coats, Redskins, Orioles, Penn athletics, Princeton athletics, Maestroe Sports & Entertainment, Trenton Thunder, and many other places
- Two practicums prior to senior internship
- Sport Management Club

Arcadia Sport Management

2026 rankings — collegefactual.com

- 2026 Best Sports Management Schools in the Middle Atlantic Region — Arcadia Sport Management ranked #38
- 2026 Best Sports Management Schools in Pennsylvania — Arcadia Sport Management ranked #9
- Sources: <https://www.collegefactual.com/majors/parks-recreation-fitness/health-and-physical-education/sports-management/rankings/top-ranked/middle-atlantic/>
- <https://www.collegefactual.com/majors/parks-recreation-fitness/health-and-physical-education/sports-management/rankings/top-ranked/middle-atlantic/pennsylvania/>

Arcadia Sport Management

Adjunct Faculty Members



Joe Valerio

Former Kansas City Chiefs Offensive
Lineman

SPM361 Leadership and Mgmt in
Sport



Ryan Simon

Director, Ticket services @ Phillies

SPM331 Sport Economics



Larry Meli

President, Delaware Blue Coats

SPM380 Sport Budgeting and
Finance



Larry Akins

Lawyer & Writer

SPM230 Sport Law and Ethics



Sara Steinman

Assistant Executive Director for
Championships, Ivy League

BA347 Sport Marketing & SPM267
Event Management

Arcadia Sport Management cont.

Student-run social media sites:



Instagram

<https://www.instagram.com/arcadia.sm2015>



X (Twitter)

https://twitter.com/arcadia_sm2015



Arcadia Sport Management cont.

Minor opportunities:

- Business admin
- Accounting
- Media Communication
- Pre-PT
- Data analytics (new)

Today...

- 1 Student Survey
- 2 Syllabus review
- 3 Quiz #1

Student Survey

5 minutes to complete

Syllabus Review

Let's go through the syllabus

Introduction to Sport Management



Goals

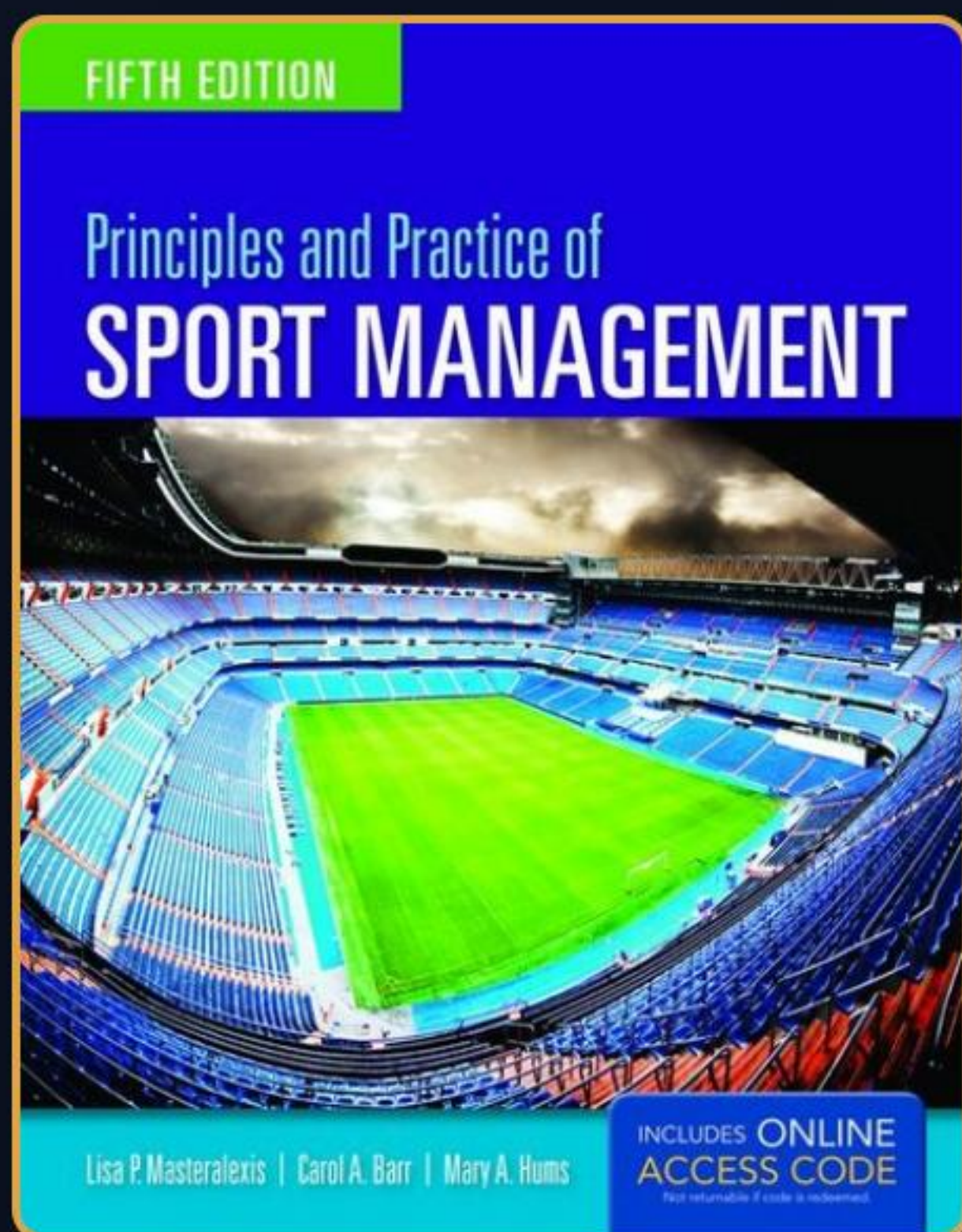
Theoretical



Practical

Career Opportunity & organizational and managerial foundations of sport management

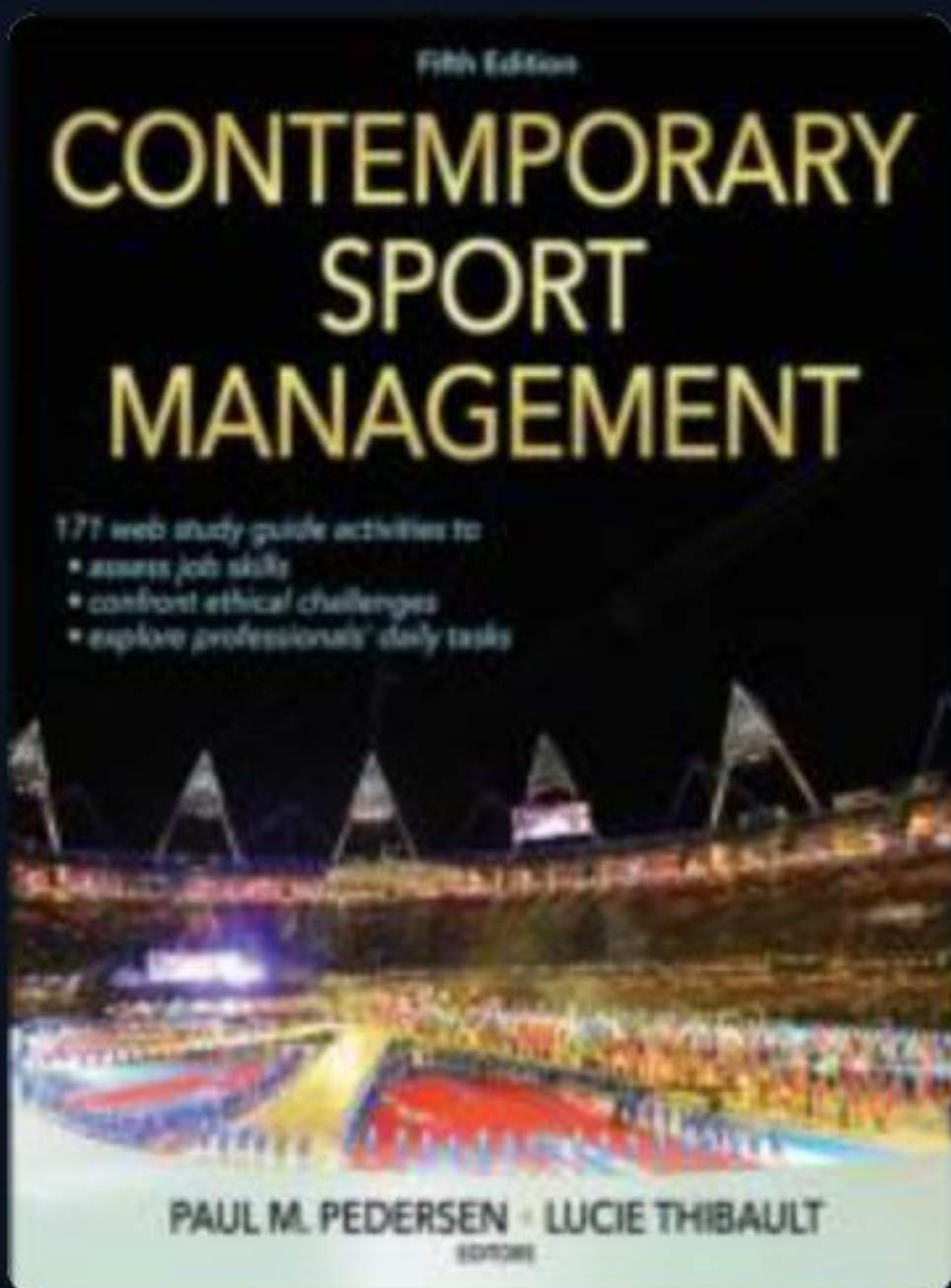
Textbook & Readings



Required — Principles and Practice of Sport Management, 5th Edition (Masteralexis, Barr & Hums)



Example supplemental reading — Street & Smith's SportsBusiness Journal



Contemporary Sport Management, 5th Edition — not used this term

DON'T BUY

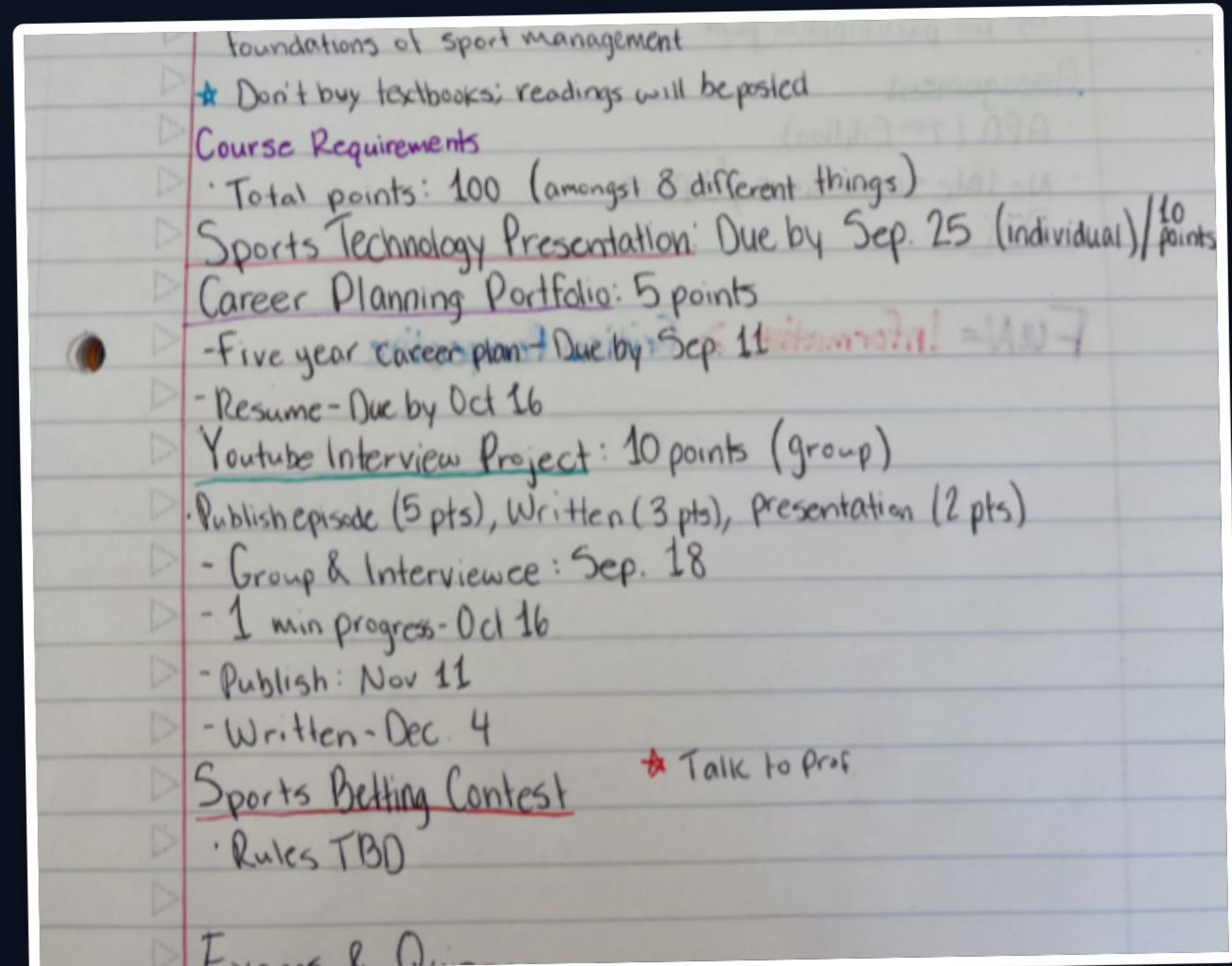
Supplemental readings will be posted on the course website.

Important Policies

- Students are NOT allowed to wear airpods, headphones, or earbuds during the class meeting.
- You cannot come to class with a hood or other headwear covering your ears.
- You are welcome to bring light snacks, drinks, coffee, etc.
- Late assignment submissions are NOT accepted under any circumstances.
- No extra work is permitted to boost your final grade.
- Students are responsible for catching up with all missed work from absences.
- All students are expected to take their own notes during class. Each student will be required to scan his or her handwritten notes and then submit the scanned documents via Canvas.

Handwritten Note

- ✓ Date, name, & topic
- ✓ Lecture highlights
- ✓ Key Takeaways
- ✓ Questions if any
- ✓ Upload to Canvas (using the app)



Course Requirements

COURSE EVALUATION	POINTS
Career Planning Portfolio	5
YouTube Interview Project	10
Sports Technology Presentation	10
Sports Betting Contest	5
Quizzes {10× 1 point}	10
Class Participation (handwritten note)	20
Exam 1	20
Exam 2	20
Total	100

A	94 and above	A-	93-90	B+	89-87	B	86-84	B-	83-80
C+	79-77	C	76-74	C-	73-70	D	69-60	F	59 and below

Course Requirements

Sports Technology Presentation

5 POINTS

- Due by Oct 08
- 5-minute presentation— AI, VR, AR, etc.
- Proposing your own ideas
- Important to use references (news articles)
- Individual project
- Your presentation date will be determined randomly: Oct 29, Nov 03, Nov, Nov 05, & Nov 10

Course Requirements

Career planning portfolio

10 POINTS

- Statement of five-year career plan— Due by Oct 01
- Resume— Due by Oct 22

**sample assignment will be shared.*

Course Requirements

YouTube Interview Project

10 POINTS

Publishing an episode [5 points], Written [3 points], presentation [2 points]

- Group project (2-3 in a group)
- Selecting your group members and an interviewee by Sep 24
- 1 min progress presentation on Oct 27
- Publishing your edited video by Nov 17
- Written due by Dec 10
- Presentation Dates: Nov 19, Dec 01, Dec 03, & Dec 08
- Sample project — <https://www.youtube.com/watch?v=Nff0iLjtWng>

Course Requirements

Sports Betting Contest

5 POINTS

- Each student will wager on NFL and MLB games
- Possibly one Eagles and one Phillies game
- Will calculate your total profit
- Rules will be determined

Course Requirements

Exams & Quizzes

- 2 exams (20 points x 2 = 40 points)
- 10 quizzes (1 point x 10 = 10 points)
- 11 quizzes will be given, and ten best scores will be used.
- The quizzes will be unannounced and administered at the instructor's discretion
- The format of quiz includes a multiple choice, short answer, and true/false question.

Course Policies

ATTENDANCE

- (1) Leaving class meeting and not returning will have 10 points deduction.
- (2) Two unexcused absence [no penalty]
- (3) Each additional unexcused absence will result in 3 points deduction.
- (4) Each additional unexcused absence will result in no participation point (1 point per class meeting).

ASSIGNMENT

- Use APA guidelines (7th edition)
- Honor Code (Paper and presentation slide submission through the Plagiarism Checker)
- Late submission— There will be no credit granted to any assignment that is not submitted on the due date

Use word document for all your
written assignments

Quiz #1

5 minutes

Bonus points

Follow us on social media

Instagram

<https://www.instagram.com/arcadia.sm2015>

2 POINTS

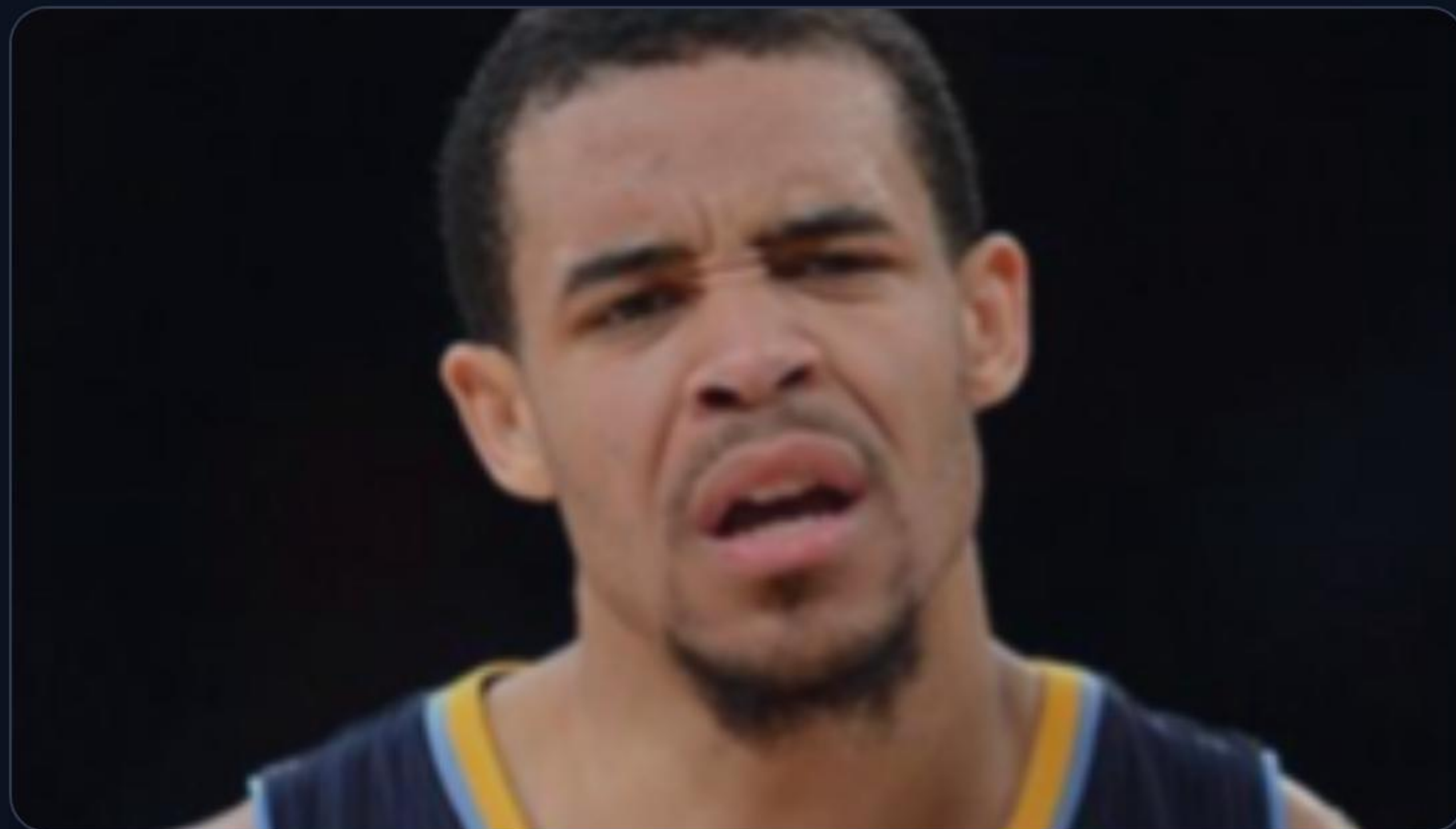
X (Twitter)

https://twitter.com/arcadia_sm2015

2 POINTS

Fun = Informative > Critical Perspective

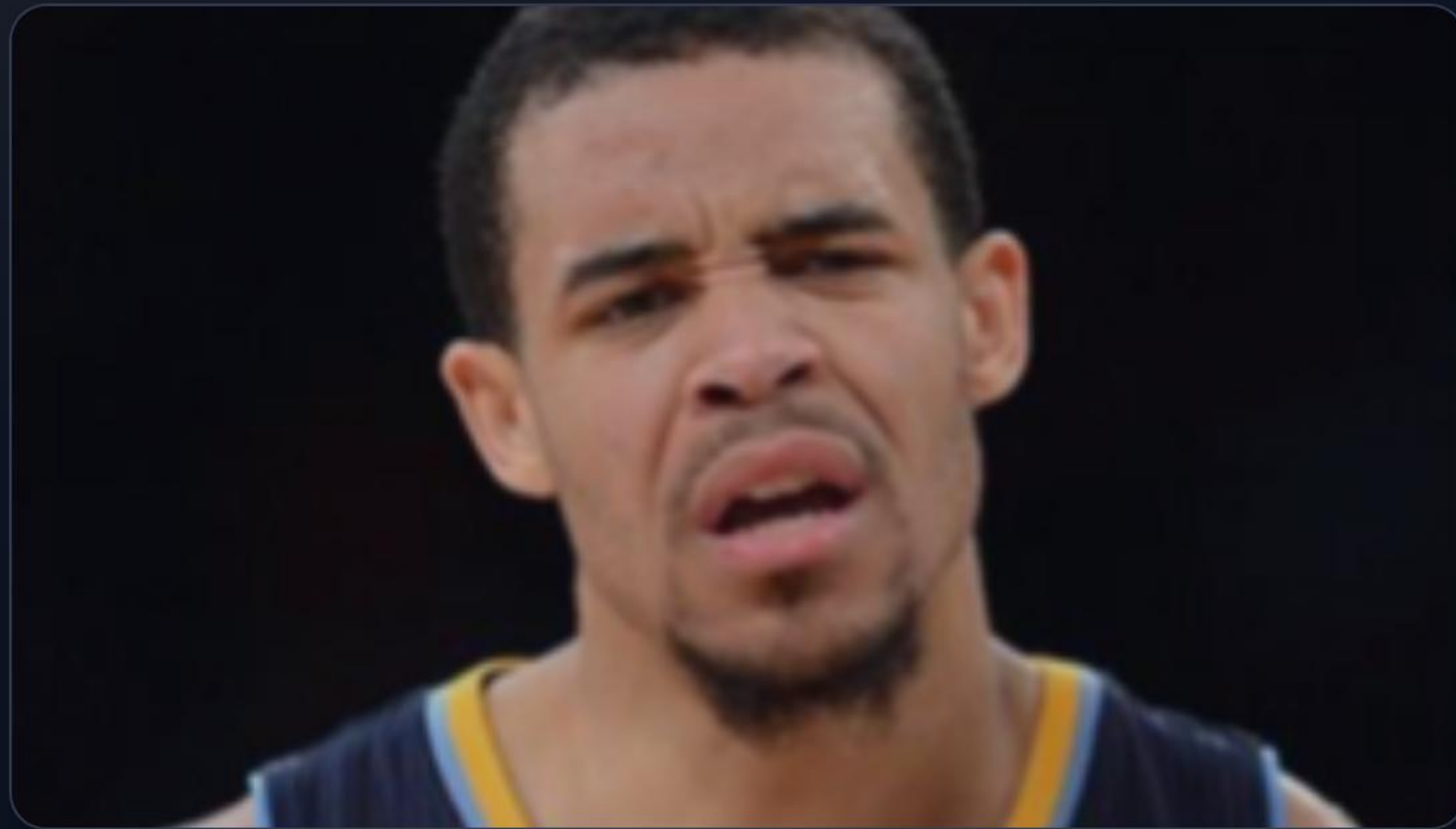
I consume sports (e.g., NBA) because...



JaVale McGee

<https://www.youtube.com/watch?v=0qLf3em1uIU&t=203s>

I consume sports (e.g., NBA) because... cont.



JaVale McGee

- Net worth \$30 million
- Salary (2021) \$5 million
- Age 38
- NBA draft 2008 (R1, #18)
- 3x NBA Championship
- Olympic Gold Medal (2020 Olympics)

[JaVale McGee's Top 10 Career Plays](#)

Net worth source – [mediareferee.com](#)

Questions?