

University of North Texas

G. Brint Ryan College of Business

MGMT 4900: Remote Industry Project Experience

I. General Course Information.

Credit Hours.	Three (3)
Semester.	Fall 2020 8-week, session 2
Instructors.	Bob Heere, PhD; Matthew Walker, PhD
Contact.	bob.heere@unt.edu; matthew.walker@unt.edu
Office Hours.	T/TH: 9a-11a (<i>or by appointment</i>)
Office Location.	286 Inspire Park
Course Location.	Online
Meeting Times.	Online, synchronous
Course Website.	www.canvas.unt.edu

Students are encouraged to check the website daily for communications, postings, deadlines, and updates.

II. Course Overview.

This nature of this course is supervised industry work. Accordingly, the course will provide students with relevant industry experience by working closely with local sport organizations. The work will provide solutions to existing challenges or dilemmas or give insight to potential opportunities. The outcomes of the project- and problem-based nature of this work will be strategic reports and decks.

III. Course Objective.

- Upon successful completion of this course, students will have reliably demonstrated an increased capacity to integrate knowledge and analyze, evaluate, and manage a strategic project for a sport organization.

IV. Course Format.

- The composition of this course consists of online meetings, group work, assigned readings, weekly assignments and activities.

V. Course Requirements.

- This course provides a runway for creating dynamic reports on organizational dilemmas or challenges. Students will be required to show high involvement and

input with group members to meet deadlines. Project work should reflect careful research, thoughtful analyses, succinct and impactful writing, and should take a great deal of your time. The work assigned will be rigorous and robust and the course begins with the assumption that students have chosen to make this journey and are willing to work collaboratively with a group. Evaluations are based on two deliverables and the industry partner evaluation.

VI. Course Policies.

1. **Assignments.** All assignments are due on time. No late assignments accepted, unless prior are made with the instructor and industry partner.
2. **Participation.** Active weekly participation is expected. Zoom meeting times will be set during the first week of class.
3. **Learning Commitment.** In order to successfully complete the experience, **students** will commit to:
 - a. Weekly project progress reports.
 - b. Weekly zoom meetings with instructor and group members.
 - c. Bi-weekly Zoom meetings with assigned sport organization.
 - d. Final zoom presentation of deliverables to the sport organization.
 - e. Two (2) deliverables. TBD
4. **Learning Framework.** Over the 12-week experience, students will work for 20/week, on a project outlined by a local sport organization, approved by the instructor. These projects will focus on a range of subjects relevant to Sport Entertainment Management curriculum, including (*but not limited to*):
 - f. Strategic planning
 - g. Training program planning and development
 - h. Marketing campaigns
 - i. Fan (re)engagement
 - j. Partnership/sponsor identification
 - k. Event operations planning
 - l. Business feasibility planning
 - m. Economic impact analyses

VII. Course Evaluation.

Assignments	Points
Deliverable 1	40
Deliverable 2	40
Weekly Reports	10
Partner Evaluation	10
Total Points Possible	100

VIII. Grading.

- A 90–100
- B 80–89
- C 70–79
- D 60–69
- F ≤59

IX. Disabilities | Emergency Notifications.

Accommodating Students with Disabilities. UNT makes reasonable academic accommodation for students with disabilities. Students seeking accommodation must first register with the Office of Disability Access (ODA) to verify their eligibility. If a disability is verified, the ODA will provide a student with an accommodation letter to be delivered to faculty to begin a private discussion regarding one’s specific course needs. Students may request accommodations at any time, however, ODA notices of accommodation should be provided as early as possible in the semester to avoid any delay in implementation. Note that students must obtain a new letter of accommodation for every semester and must meet with each faculty member prior to implementation in each class. For additional information see the ODA website at: disability.unt.edu.

Emergency Notification & Procedures. UNT uses a system called Eagle Alert to quickly notify students with critical information in the event of an emergency (i.e., severe weather, campus closing, and health and public safety emergencies like chemical spills, fires, or violence). In the event of a university closure, please refer to Blackboard for contingency plans for covering course materials

X. Assignments.

- 1. Deliverables.** *TBD by the sport organization partner.*
- 2. Weekly Reports.** Weekly reports and 1-hour synchronous Zoom meetings will serve three purposes: (1) provide a forum to clarify ideas and concepts, (2) discuss the project with the faculty and the sport partner, and (3) monitor workflow and project pacing. Meeting times will be determined the first week of the course and will depend on student and partner availability. Weekly reports submitted via Canvas each Friday by midnight.
- 3. Partner Evaluation.** Since this course is online, students are required to show high involvement and input as you would in a traditional classroom. The expectation is that students communicate actively and regularly with group members to meet the accelerated deadlines for the offering. Sport organization partners will provide task and maintenance contributions for all student participants.

**Canvas Appendix. Evaluation Rubric.*

Course Timeline | Field Experience

Week.	Topic.	Due.
Week 1. June 1-5	Weekly Report	Groups Formed Weekly Report
Week 2. June 8-12	Weekly Report	Weekly Report
Week 3. June 15-19	Weekly Report	Weekly Report
Week 4. June 22-26	Weekly Report	Weekly Report
Week 5. June 29-July 3	Weekly Report	Weekly Report Deliverable #1
Week 6. July 6-10	Weekly Report	Weekly Report
Week 7. July 13-17	Weekly Report	Weekly Report
Week 8. July 20-24	Weekly Report	Weekly Report
Week 9. July 27-31	Weekly Report	Weekly Report
Week 10. August 3-7	Weekly Report	Deliverable #2 Weekly Report

Partner.	Group Members.	Project.
Cowboys	Dakota Thompson Yonah Roth Jasmine Holt David Patterson*	Develop strategies to implement CDC guidelines for CoVid-19 for events in the upcoming months.
Mustang Products	Caleb Young* Aikman Kazee Matthew King Evan Hill	Developing expansion office for Mustang Product in Frisco, TX.
PGA of America	Jarrod Brock* Ryan Caldwell Jadrian Lawson	TBD
Dallas Mavericks	Jordan Godwin* Evan Kiley* Jerrell Green Isabel Pate	Review of Social Media Strategies
Major League Rugby	Mikaela Handler* Ian Leslie Lucas Cabanas	Develop a league-wide themed weekend program that will receive national attention and increase attendance.
NAL Athletics	Pierce Coplin* Andrew Barsch* Kendall Osborn Zach Davis	TBD

**Denotes graduate student group member.*