

Introduction to Sport Management

Course Number:

SPM 2000

Day/Time: MWF

11:45-12:35 PM

Location:

Florida Gym 265

Semester:

Spring 2024

Instructor's Name:

Dr. Jessica Francis

Email Address:

jessica.francis@ufl.edu

Phone Number:

352-294-1660

Office: FLG 306**Office Hours:**

Fridays 8:30 AM – 12:30 PM, by appointment only.

Use this link to schedule:

<https://calendly.com/drjfrancis/30min>

Course Description

The sport industry is an ever-evolving field of study with a diverse landscape of career and management opportunities. The foundation of the management skills and practices learned in this field are applicable to a variety of businesses and organizational needs. This course serves as an introduction to the field of sport management, offering a diversity of information pertaining to the history and foundations of sport management, the differing levels of sport (e.g., youth, recreation, amateur and professional), the various sport industry segments, international sport, and current ethical and social issues in sport.

Objectives

The objectives for the course include:

- Demonstrating a strong knowledge foundation of the sport industry through various assignments on which to build through upper level UF sport management courses.
- Identifying and explaining all segments of the sport industry, both in the US and internationally.
- Applying management, marketing, financial, sociological, and legal principles to the management of sport facilities, events, and organizations.
- Discussing the current status and various challenges to sport at the recreational, youth, interscholastic, intercollegiate, and professional levels.
- Explaining key components of the expanding field of sport event management.

Course Materials

Masteralexis, L.P., Barr, C.A., & Hums, M.A. (2018). Principles and Practice of Sport Management (6th ed.). Jones & Bartlett Learning: Sudbury, MA.

ISBN: 9781284142136

Any additional readings will be provided by the instructor via the Canvas course site.

Course Communication

All communication for the course will be disseminated either through Canvas Course messaging, Canvas Announcements or through your University of Florida email address. Please make sure you are professional and that use your school email address and include the following information when emailing me:

Name

Course

Respectful salutation (greeting: ex. Hello, Dear) **and valediction** (closing: Sincerely, Best)

I will only send emails to your university email address so you should be checking that regularly.

Please allow for 72 hours for a response on weekdays not including weekends.

Course Policies

This course is primarily done in a combination of a lecture format and engagement exercises that examine current and relevant issues in sports. Opinions held by other students should be respected. Students are expected to attend class and complete in class and homework assignments for each module. Students are informed of the due dates for assignments well in advance through this syllabus and Canvas. **Therefore, extensions will not be given for case studies, quizzes, or the group project and no late work will be accepted.** Exceptions are excused absences consistent with the [university policies](#) and at the discretion of the instructor with appropriate documentation. It is the student's responsibility to arrange to make up assignments, if allowed.

Additionally, because technical problems can arise at any time, I strongly advised that you do not wait until the last minute to turn in assignments, complete discussions, engagement activities, or quizzes. I am not sympathetic to issues that arise due to procrastination.

University Honesty Policy

UF students are bound by The Honor Pledge which states, “We, the members of the University of Florida community, pledge to hold ourselves and our peers to the highest standards of honor and integrity by abiding by the Honor Code. On all work submitted for credit by students at the University of Florida, the following pledge is either required or implied: “On my honor, I have neither given nor received unauthorized aid in doing this assignment.” The [Student Honor Code and Student Conduct Code](#) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obligated to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult with the instructor for this course.

Disability Resource Center

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the [Disability Resource Center](#). It is important for students to share their accommodation letter with their instructor and discuss their access needs, as early as possible in the semester. The Disability Resource Center contact information is as follows: 352-392-8565, www.dso.ufl.edu/drc/

Course Structure

Each class period will have a different focus. Monday’s class session will be a lecture from the instructor. Wednesday’s class session will be in-class work designed to help students think critically about the chapter(s) through case studies. Unless otherwise stated by the instructor, there is NO formal in-person class on Fridays. Fridays are protected time for you to work on your final group project wherever you’d like. The classroom will be available to you and your group at our regular scheduled time if you need a space and the time to work. Your instructor will be there every Friday if you need any help with your group project at that time.

Course Grading and Requirements

The final grade for this course is based on several categories, each counted differently and listed below. All deadlines can be found on the Course Schedule and within each assignment on Canvas.

Syllabus Quiz

In the interest of confirming that everyone is aware of the course policies, assignments, and requirements, students will be required to take a quiz about the syllabus to ensure that you have read and understand all grading policies for the course. Students must

complete this quiz in Module 0 in order to move on to other modules in the course.

Attendance

Attendance will be taken at the start of each class session. Participation is important. Students will need to engage with the topics and as such, participation and attendance points are awarded for contributing to class through discussion, group project, and case studies. Students are responsible for keeping up with the readings. All students are expected to engage actively in-class discussions and group activities, pay attention to lectures, and contribute positively to the overall class environment. Students who persist in displaying lethargic, disrespectful, or disruptive behavior may be asked to leave class, given an unexcused absence for the day, and risk losing points on the in-class activity for that day.

Regular attendance is required. Attendance will be taken at the beginning of class and students entering the classroom afterward will be counted as tardy. A student who comes in late is responsible for notifying the instructor after class on the same day that they did, in fact, attend class. Failure to do so will result in the student being counted as absent. **Being tardy three times without an excused absence will result in one unexcused absence.** In accordance with university policy, excused absences include documented illness, deaths in the immediate family and other documented crises, call to active military duty or jury duty, religious holy days, and official University activities. These absences will be accommodated in a way that does not arbitrarily penalize students who have a valid excuse. Consideration will also be given to students whose dependent children experience serious illness. It is the student's responsibility to provide documentation to excuse an absence. If such documentation is not provided **within one week after returning to class**, then the absence will not be excused. It is also the student's responsibility to initiate communication with the instructor about make-up work **within one week after returning to class**. The professor may designate a make-up assignment that is different from the original. Students may not make up in-class assignments for unexcused absences. **Unexcused absences will also have a direct impact on each student's final grade:** Three or more unexcused absences will result in a failing grade (F) for the entire course.

Quizzes

Timed quizzes will be given for each week based on the assigned readings, lectures, and case studies. The quizzes consist of multiple choice questions, true and false questions, and short answer responses. Students will have between 30-45 minutes to take the quiz, depending on how many questions on the quiz. You will only have one opportunity to complete each quiz so make sure that your internet connection is stable and dependable. Quizzes will be due on Saturdays.

Quizzes are administered through Honorlock. However, students can use their notes and textbook on the quizzes. I highly recommended that you take your own notes

because technical problems accessing the textbook during a quiz will not constitute valid reason for not completing the quiz. Your lowest quiz grade is dropped and will not be included in your final grade.

In-Class Assignments – Case Studies

Students will have the opportunity to delve deeper into each chapter through case studies. These case studies will be presented in class and students will have the option to work independently or with a partner on their case study. Each case study will expose students to the different areas of the sport industry and sport management and require students to conduct research. They are also designed to encourage critical thinking through a sport manager’s lens.

All written assignments are submitted through Turnitin via Canvas, unless otherwise instructed. Plagiarism and forms of cheating are violations of the Student Honor Code. If a student has plagiarized, they can be given a zero for the assignment and an Honor Code Incident Report will be filed with the Dean of Students Office. Please be sure to properly cite all sources directly quoted and paraphrased in each assignment using the APA style. Proper citation includes having parenthetical citations as well as a reference list. A link to APA Guidelines is included in all assignment instructions. Also, citation style guides can be found on the library’s website. If you are unsure about how or whether to cite something, please ask the instructor for guidance.

Assignment	Total Points
Syllabus Quiz	50
Discussion Board Introductions	50
Weekly Quizzes	200
Weekly Case Studies	200
Attendance	100
Group Project <ul style="list-style-type: none"> • 2 Progress check-ins throughout the semester (2 at 50 points each for a total of 100 points) 	400
Total	1000

Course Grading Scale and Standards

Points	Grade
940-1000	A
900-939	A-
870-899	B+
840-869	B
800-839	B-

770-799	C+
740-769	C
700-739	C-
670-699	D+
640-669	D
610-639	D-
0-609	E

See current UF Grading Policies for further details: [Grades and Grading Policies](#)

*** Grades will be posted in the CANVAS gradebook. Grades are dependent on the student's performance measured by assignments, discussion boards, and quizzes. Final grades are based on the accumulation of points the student earns throughout the semester. Total points are converted to letter grades using the grading scale below.**

Rounding up is completely under the discretion of the instructor. DO NOT ASK. The grading scale is strictly enforced and unchangeable. The professor will NOT change grades at the end of the semester because the student is unhappy with their academic performance. Asking the instructor for extra credit or special exceptions to these grading policies will be interpreted as an Honor Code violation (i.e., asking for preferential treatment) and will be handled accordingly.

****If you want to challenge a grade of an assignment, please come to the professor with evidence from the textbook or case materials to justify your grade change request. You must do so within three days after the grade has been posted. Do not take screenshots of quizzes. The instructor already has access to them.**

Tips for Success

- Schedule "class times" for yourself. It is important to do the coursework on time each week.
- Read ALL of the material contained on the CANVAS site and the syllabus. There is a lot of helpful information that can save you time and help you meet the objectives of the course.
- Ask for help or clarification of the material if you need it.
- Do not wait to ask questions! Waiting to ask a question might cause you to miss a due date.
- Do your work well before the due dates. Sometimes things happen. If your computer goes down when you are trying to submit an assignment, you will need time to troubleshoot the problem.
- To be extra safe, back up your work to an external hard drive, thumb drive, or through a cloud service.

Inclusion, Diversity, Equity, and Accessibility (IDEA) Resources

It is my intent that students from all diverse backgrounds and perspectives be equitably served by this course, that students' learning needs be addressed, and that the diversity

that students bring to this class are viewed as inclusive as a resource, strength, and benefit. It is my intent to present materials and activities that are respectful of diversity: gender identity, sexuality, disability, age, socioeconomic status, ethnicity, race, nationality, religion, and culture. Your suggestions are encouraged and appreciated. Please let me know ways to improve the effectiveness of the course for you personally, for other students, or student groups.

[Accommodations for Students with Disabilities](#)

Students with disabilities requesting accommodations should first register with the [Disability Resource Center](#) (352-392-8565) by providing appropriate documentation. Once registered, students will receive an accommodation letter which must be presented to the instructor when requesting accommodations. Students with disabilities should follow this procedure as early as possible in the semester to ensure full access to all accommodations.

[Course Evaluations](#)

Students are expected to provide professional and respectful feedback on the quality of instruction in this course by completing course evaluations online via [GatorEvals](#). Students will be notified when the evaluation period opens and can complete evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Summaries of course evaluation results are available to students at <https://gatorevals.aa.ufl.edu/public-results/>.

[U Matter, We Care](#)

Your well-being is important to the University of Florida. The U Matter, We Care initiative is committed to creating a culture of care on our campus by encouraging members of our community to look out for one another and to reach out for help if a member of our community is in need. If you or a friend is in distress, please contact [U Matter, We Care](#) so that the U Matter, We Care Team can reach out to the student in distress. A nighttime and weekend crisis counselor is available by phone at 352-392-1575. The U Matter, We Care Team can help connect students to the many other helping resources available including, but not limited to, Victim Advocates, Housing staff, and the Counseling and Wellness Center. Please remember that asking for help is a sign of strength. In case of emergency, call 9-1-1.

[Campus Resources](#)

Health and Wellness

- U Matter, We Care: If you or someone you know is in distress, please contact umatter@ufl.edu, 352-392-1575, or visit umatter.ufl.edu/ to refer or report a concern and a team member will reach out to the student in distress.
- Counseling and Wellness Center: Visit counseling.ufl.edu/ or call 352-392-1575 for information on crisis services as well as non-crisis services.

- Student Health Care Center: Call 352-392-1161 for 24/7 information to help you find the care you need, or visit shcc.ufl.edu/.
- University Police Department: Visit police.ufl.edu/ or call 352-392-1111 (or 9-1-1 for emergencies).
- UF Health Shands Emergency Room / Trauma Center: For immediate medical care call 352-733-0111 or go to the emergency room at 1515 SW Archer Road, Gainesville, FL 32608; ufhealth.org/emergency-room-trauma-center.

Academic Resources

- E-learning technical support: Contact the UF Computing Help Desk at 352-392-4357 or via e-mail at helpdesk@ufl.edu.
- Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services career.ufl.edu/
- Library Support: cms.uflib.ufl.edu/ ask various ways to receive assistance with respect to using the libraries or finding resources.
- Teaching Center: Broward Hall, 352-392-2010 or to make an appointment 352-392-6420.
- General study skills and tutoring: teachingcenter.ufl.edu/
- Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers: writing.ufl.edu/writing-studio/
- Student Complaints (On-Campus): sccr.dso.ufl.edu/policies/student-honor-codestudent-conduct-code/

OR

Students Complaints (Online): distance.ufl.edu/student-complaint-process/

Week	Dates	Topics	Tasks Case Studies on Wednesdays	Tasks Due
1	1/8 - 1/12	Introduction	Syllabus quiz Discussion board intros	1/14, Sun
2	1/15 - 1/19	History of Sport Management (Ch.1)	Ch. 1 quiz	1/21, Sun
3	1/22 - 1/26	Management Principles Applied to Sport Management (Ch. 2)	Ch. 2 quiz	1/28
4	1/29 - 2/2	Marketing Principles Applied to Sport Management (Ch. 3) Sports Sales (Ch. 14)	Ch. 3 & 14 quiz	2/4
5	2/5 - 2/9	Financial and Economic Principles to Sport Management (Ch. 4) Legal Principles Applied to Sport Management (Ch. 5)	Ch. 4 & 5 quiz	2/11
6	2/12 - 2/16	Ethical Principles Applied to Sport Management (Ch. 6)	Ch. 6 quiz	2/18
7	2/19 - 2/23	High School and Youth Sport (Ch. 7)	Ch. 7 quiz	2/25
8	2/26 - 3/1	Collegiate Sport (Ch. 8) Professional Sport (Ch. 10)	Ch. 8 & 10 quiz	3/3
9	3/4 - 3/8	International Sport (Ch. 9) Recreation and Golf Club Management (Ch. 19)	Ch. 9 & 19 quiz	3/8, Friday
	3/11 - 3/15	Spring Break		
10	3/18 - 3/22	Sports Agency (Ch. 11)	Ch. 11 quiz	3/24
11	3/25 - 3/29	Facility Management (Ch. 12) Event Management (Ch. 13)	Ch. 12 & 13 quiz	3/31
12	4/1 - 4/5	Sport Sponsorship (Ch. 15) and The Sporting Good and Licensed Products Industries (Ch. 18)	Ch. 15 & 18 quiz	4/7
13	4/8 - 4/12	Sports Analytics (Ch. 16) Sport Broadcasting (Ch. 17)	Ch. 16 & 17 quiz	4/14
15	4/15 - 4/19	6 presentations (Monday and Wednesday)		
16	4/22 - 4/24	6 presentations (Monday and Wednesday)		

*Syllabus subject to change.