



# Intro. To Sport Management

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Office Hours: Tuesdays/Thursdays 11:00am-1:00pm and by  
appointment (via Zoom)

SPM 2000, 1B27 | Online | Canvas | Fall 2020

## Course Description & Objectives

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. Additionally, students will be introduced to the UF Sport Management program that will provide further educational and experiential learning opportunities necessary in their career preparation to becoming future sport managers.

The objectives for the course include:

- Demonstrating a strong knowledge foundation of the sport industry 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 of sport at the recreational, youth, interscholastic, intercollegiate, and professional levels.
- Explaining key components of the expanding field of sport event management.
- Identifying the practicum and internship opportunities provided through the UF Sport Management program.

## Course Materials

Masteralexis, L.P., Barr, C.A., & Hums, M.A. (2015). Principles and Practice of Sport Management (6th ed.). Jones & Bartlett Learning: Sudbury, MA. ISBN: 978-1-284-03417-2

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 or through your University of Florida email address. Please make sure that when you email me, that you are professional and that use your school email address and include the following information:

Name

Course

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

I will only email you at your university email address so you should be checking that regularly.

## Course Policies

This course is primarily done in a combination of a lecture format and discussion exercises that examine current and relevant issues in sports. Opinions held by other students should be respected in the discussion posts. Students are expected to watch the videos and complete readings and assignments for each module. Students are informed of the due dates for discussions, quizzes, and assignments well in advance on the syllabus and Canvas. **Therefore, extensions will not be given for discussions or quizzes and late assignments will only be accepted for 24 hours after**

**the due date and will receive partial credit.** Make-up quizzes will not be offered. 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.

Because technical problems can arise at any time, I advised that you do not wait until the last minute to turn in assignments, complete discussions or quizzes. I'm less sympathetic to issues 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 or TAs in this class.

## Course Grading and Requirements

The final grade for this course is based on several categories, each weighted differently and listed below.

### Syllabus Quiz

In the interest of making sure everyone is aware of the course policies, 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 should complete this quiz within the first module of the course.

### Discussions

Because this is online course, we can't engage in traditional classroom discussions, so discussion questions are a way to provide a classroom experience online. Students will be divided in groups. You will make posts and respond to the posts of the students within your group Each student is required to make **at least** four posts for each discussion. An initial discussion post in response to the discussion question must be made by the Thursday in the first week of each module (exact dates are given in each discussion prompt). The remaining discussion posts should be in response to other students' initial discussion post. Those responses should be substantive and provide additional analysis and/or raise additional questions. Each initial post should be between 100-150 words. Responsive posts should be between 50-100 words.

### Quizzes

In lieu of a final and midterm exam, timed quizzes will be given for each Module based on the assigned readings and lectures. The quizzes consist of 20 questions and students will have 45 minutes to take the quiz. You will only have one opportunity to complete each quiz so make sure that your internet connection is stable and dependable.

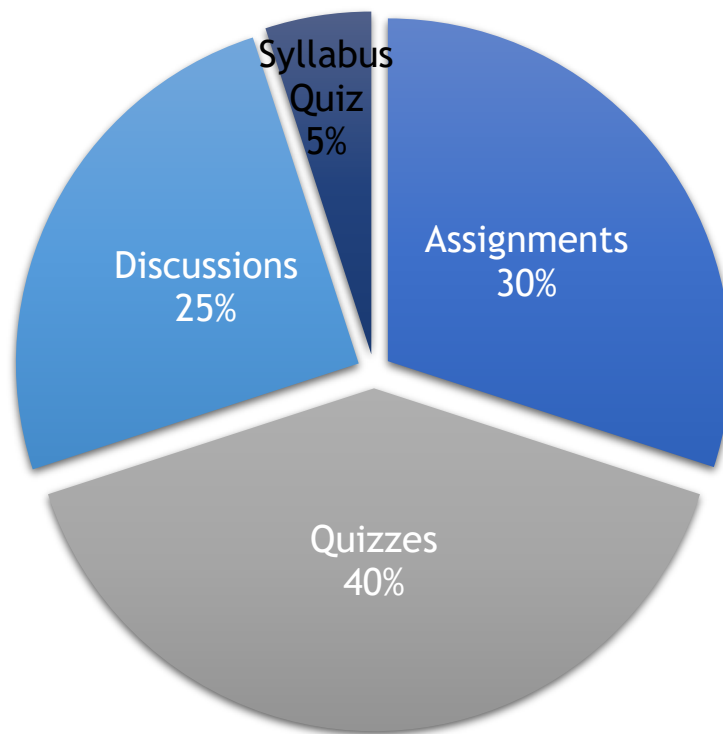
### Assignments

Students will be required to complete four assignments throughout this course. Each assignment is designed to expose you to the different areas of the sport industry and what you might consider for your professional career. Instructions for each assignment can be found in the Files on Canvas and also in the module with their respective due dates. Please take a moment to review all of the assignments. They can be found under the Files on Canvas. Please note, that Assignment 4 requires you to interview a person working in the sport industry. You must submit the name and information of the person you will interview by October 25th.

***\*All written assignments will be submitted through Turnitin via Canvas, unless otherwise instructed. Plagiarism is a violation of the Student Honor Code. If a student is deemed to have plagiarized, he or she 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. 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	10
Discussions (5) x 10pts each	50
Quizzes (4) x 20pts each	80
Assignments (4) x 15 pts each	60
<b>Total</b>	<b>200</b>



## Grading Scale and Standards

Total Points	Percent	Grade	Grade Points
186 - 200	93.0-100	A	4.0
180 - 185	92.9-90.0	A-	3.67
174 - 179	87.0-89.9	B+	3.33
166 - 173	83.0-86.9	B	3.0
160 - 165	80.0-82.9	B-	2.67
154 - 159	77.0-79.9	C+	2.33
146 - 153	73.0-76.9	C	2.0
140 - 145	70.0-72.9	C-	1.67
134 - 139	67.0-69.9	D+	1.33
129 - 133	63.0-66.9	D	1.0
120 - 128	60.0-62.9	D-	.67
0 - 119	0-59.9	E	0

A = 100% - 93.00%

A- = 92.99% - 90.00%

B+ = 89.99% - 87.00%

B = 86.99% - 83.00%

B- = 82.99% - 80.00%

C+ = 79.99% - 77.00%

C = 76.99% - 73.00%

C- = 72.99% - 70.00%

D+ = 69.99% - 67.00%

D = 66.99% - 63.00%

D- = 62.99% - 60.00%

E = Below 60.00%

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

\*Do not ask the instructor questions regarding your grade. Rounding up is completely under the discretion of the instructor. If you want to challenge a grade of a quiz or 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 assignment has been graded.

## 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 that must be presented to the instructor when requesting accommodation. Students with disabilities should follow this procedure as early as possible in the semester.

## Course Evaluations

Students in this class are participating in the pilot evaluation of the new course evaluation system called GatorEvals. The new evaluation system is designed to be more informative to instructors so that teaching effectiveness is enhanced and to be more seamlessly linked to UF's CANVAS learning management system. Students can complete their evaluations through the email they receive from GatorEvals, in their Canvas course menu under GatorEvals, or via <https://ufl.bluera.com/ufl/>. Thank you for serving as a partner in this important effort.

## 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](mailto:umatter@ufl.edu), 352-392-1575, or visit [umatter.ufl.edu/](http://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/](http://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/](http://shcc.ufl.edu/).
- University Police Department: Visit [police.ufl.edu/](http://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](http://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](mailto:helpdesk@ufl.edu).
- Career Connections Center: Reitz Union Suite 1300, 352-392-1601. Career assistance and counseling services [career.ufl.edu/](http://career.ufl.edu/)
- Library Support: [cms.uflib.ufl.edu/](http://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/](http://teachingcenter.ufl.edu/)
- Writing Studio: 2215 Turlington Hall, 352-846-1138. Help brainstorming, formatting, and writing papers: [writing.ufl.edu/writing-studio/](http://writing.ufl.edu/writing-studio/)
- Students Complaints (Online): [distance.ufl.edu/student-complaint-process/](http://distance.ufl.edu/student-complaint-process/)

## Course Schedule

Date	Assignment/Activity
Module 1 Aug. 31 - Sept. 27	Foundations of Sport Management Chapters 1- 6 Syllabus Quiz and Introduction Video <b><u>Due 9/13</u></b>
	Module 1 Quiz <b><u>Due 9/27</u></b> Module 1 Discussion <b><u>Due 9/27</u></b> Assignment 1 <b><u>Due 9/27</u></b>
Module 2 Sept. 28 - Oct. 18	Amateur and Professional Sport Chapters 7 - 10 Module 2 Quiz <b><u>Due 10/18</u></b> Module 2 Discussion <b><u>Due 10/18</u></b> Assignment 2 <b><u>Due 10/18</u></b>
Module 3 Oct. 19 - Nov. 8	Sport Event and Facility Management Chapters 12, 13 and 19 Interview Information <b><u>Due 10/25</u></b> Module 3 Quiz <b><u>Due 11/8</u></b> Module 3 Discussion <b><u>Due 11/8</u></b> Assignment 3 <b><u>Due 11/8</u></b>
Module 4 Nov. 9 - Dec. 9	Sport Industry Segments Chapters 11, 14-18 and 20 Module 4 Quiz <b><u>Due 12/9</u></b> Module 4 Discussion <b><u>Due 12/9</u></b> Assignment 4 <b><u>Due 12/9</u></b>

