

Introduction to Sport Management

SPM 2000, Sections 4A70 and 4B57

Online

Summer B 2019

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Course Overview

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.

Course Objectives

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.
- Reviewing the practicum and internship opportunities provided through the UF Sport Management program.

Course Textbook and Materials

Masteralexis, L.P., Barr, C.A., & Hums, M.A. (2015). Principles and Practice of Sport Management (5th 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 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 projects and assignment well in advance. **Therefore, extensions will not be given for assignments and late assignments will only be accepted for 24 hours after the due date and will receive partial credit. This policy excludes discussions and quizzes.** Exceptions are excused absences consistent with the university policies <https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx> and at the discretion of the instructor with appropriate documentation. It is the student's responsibility to make arrangements for making up assignments.

Course Grading

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

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 of 8-10. You will make posts and respond to the posts of the students within your group. Each student is required to make **at least** 4 posts for each discussion. An initial discussion post answering the discussion question must be made by Thursday in each module (exact dates will be given in the discussion prompt). The remaining to discussion posts should be in response to other students' discussion posts. 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 10 questions and students will have 12 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. The lowest quiz grade will be excluded from your final grade calculation.

Assignments

Students will be required to complete 4 assignments throughout this course. Each assignment is designed to assist you in beginning to consider which area of the sport industry you will enter in 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.

****All writing assignments should be submitted in Turnitin via Canvas, unless otherwise instructed. If a student is deemed to have plagiarized, he or she will be given a zero for the***

assignment. 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.

Course Grading

Assignment	Total Points
Discussions (6) x 25pts each	150
Quizzes (5) x 50pts each	250
Assignments (4) x 100 pts each	400
Total	800

Grading Scale

Total Points	Percent	Grade	Grade Points
747-800	93.4-100	A	4.0
720-746	93.3-90.0	A-	3.67
693-719	86.7-89.9	B+	3.33
667-692	83.4-86.6	B	3.0
640-666	80.0-83.3	B-	2.67
613-639	76.7-79.9	C+	2.33
587-612	73.4-76.6	C	2.0
560-586	70.0-73.3	C-	1.67
533-559	66.7-69.9	D+	1.33
507-532	63.4-66.6	D	1.0
480-506	60.0-63.3	D-	.67
0-479	0-59.9	E	0

***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, 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, <http://www.dso.ufl.edu/drc/>) by providing appropriate documentation. Once registered, students will receive an accommodation letter which 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/> . Please note your other classes this semester may be evaluated in the current GatorRater online evaluation system at <https://evaluations.ufl.edu> . Thank you for serving as a partner in this important effort.

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 Honor Code (<https://www.dso.ufl.edu/sccr/process/student-conducthonor-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.

Counseling and Wellness

Contact information for the Counseling and Wellness Center: <http://www.counseling.ufl.edu/cwc/Default.aspx>, 392-1575; and the University Police Department: 392-1111 or 9-1-1 for emergencies.

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 umatter@ufl.edu 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.

Course Schedule

This schedule is a tentative outline of the reading, projects and assignments that will be covered throughout the semester. If there are changes or amendments to this schedule, you will be told well in advance of any assignments that may be due.

Date	Readings	Assignment
Module 1 July 1—July 7	Chapters 1 Chapter 2 Chapter 3	Discussion 1 Quiz 1 Assignment 1 Due
Module 2 July 8—July 14	Chapter 4 Chapter 5 Chapter 6	Discussion 2 Quiz 2 Assignment 2 Due
Module 3 July 15—July 21	Chapter 7 Chapter 8	Discussion 3 Quiz 3
Module 4 July 22—July 28	Chapter 10 Chapter 11 Chapter 12	Discussion 4 Quiz 4 Assignment 3 Due
Module 5 July 29—August 4	Chapter 13 Chapter 15 Chapter 17	Discussion 5 Quiz 5 Assignment 4 Due
Module 6 August 5—August 9	Chapter 20 Chapter 21	Discussion 6 Quiz 6