

# Introduction to Sport Management

**Course Number:**

SPM 2000  
(16263, SM03)

**Day/Time: MWF**

12:50-1:40 PM

**Location:**

Florida Gym 285

**Semester:**

Fall 2024

**Instructor's Name:**

Dr. Jessica Francis

**Email Address:**

[jessica.francis@ufl.edu](mailto:jessica.francis@ufl.edu)

**Phone Number:**

352-294-1660

**Office: FLG 306****Office Hours:**

Fridays 9:30 AM –  
12:00 PM, by  
appointment only.

Use this link to  
schedule:

[https://calendly.com  
/drjfrancis/30min](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. & Hums, M.A. (2024). Principles and Practice of Sport Management (7th ed.). Jones & Bartlett Learning: Sudbury, MA.

ISBN: 9781284254341

*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 48 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/](http://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) and apply learned material through case studies. Unless otherwise stated by the instructor, there is NO formal in-person class on Fridays other than the first day of class. 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. You can use that Friday time to meet with the instructor, if needed.

### 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 are 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 Sundays.

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.

### **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.

### **Reflection Papers**

Students will be required to submit two reflection papers throughout the semester. The first reflection paper is due around the middle of the semester, and the second one will be due at the end of the semester. Each paper should be 1-2 pages in length and should provide thoughtful reflection on the course content covered up until that point. These papers are an opportunity for you to explore your learning, explore topics that piqued your interest, express any confusion, or highlight areas where you want to learn more. You are encouraged to take a critical and introspective approach, making connections between the course material and your personal interests, potential career paths, or the influential figures we discuss in class. This is a free-response assignment meaning you have the option to choose the direction of your paper, as long as it is relevant to the course content.

### **Group Presentation Check-Ins**

There will be 2 group presentation check-ins throughout the semester. We are reserving Fridays for group work, so these check-ins are designed to help keep your group on track as you progress with your presentations. They also provide an opportunity for you to seek assistance if needed, whether it's for guidance on the presentation content, resolving group dynamics, or addressing issues like a group member not contributing. Use these check-ins to ensure your group is moving forward smoothly and effectively.

### **Final Presentations**

This course serves as an introduction to the field of sport management, offering a variety 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 and more. To culminate your learning journey, instead of a final you will present on a trailblazer who left an indelible mark on the world of sports. Your task will involve conducting in-depth research on your chosen figure and delivering a presentation to share your findings with the class. No groups can choose the same person and this person should be a pioneer in sport management, not sports. Do not choose an athlete because of their athletic prowess, you should choose someone who

has impacted the industry. The presentations will be given during the last few weeks of school. Your presentation grade will include attending all the group presentations.

***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.***

<b>Assignment</b>	<b>Total Points</b>
Syllabus Quiz (1)	25
Discussion Board Introductions (1)	25
Weekly Quizzes (11 total, grading 10)	200
Reflection Paper (2, 100 points each)	200
Weekly Case Studies (11 total, grading 10)	100
Attendance (28)	150
Group Presentation (1) <ul style="list-style-type: none"> <li>• 2 Progress check-ins throughout the semester (2 at 25 points each for a total of 50 points)</li> <li>• Attendance (you will be graded based on attending presentations other than your own)</li> </ul>	300
<b>Total</b>	<b>1000</b>

### Course Grading Scale and Standards

<b>Points</b>	<b>Grade</b>
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](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/)
- Student Complaints (On-Campus): [sccr.dso.ufl.edu/policies/student-honor-code/student-conduct-code/](http://sccr.dso.ufl.edu/policies/student-honor-code/student-conduct-code/)

**OR**

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

Week	Dates	Topics	Assignments	Assignment Due Dates
1	8/22 – 8/24	Introduction	Syllabus quiz Discussion board intros	Friday 8/30
2	8/25 – 8/31	History of Sport Management (Ch.1) & Management Principles Applied to Sport Management (Ch. 2)	Quiz	Sunday 9/1
3	9/1 – 9/7	Financial & Economic Principles (Ch. 4) & The Sporting Goods & Licensed Products Industry (Ch. 19)	Quiz	Sunday 9/8
4	9/8 – 9/14	Legal Principles (Ch. 5) & Ethics in Sport Management (Ch. 6)	Quiz Group Check-In #1	Sunday 9/15
5	9/15 – 9/21	Marketing Principles Applied (Ch. 3) & Sports Sales (Ch. 15)	Quiz	Sunday 9/22
6	9/22 – 9/28	Collegiate Sport (Ch. 8) & Professional Sport (Ch. 10)	Quiz	Sunday 9/29
7	9/29 – 10/5	International Sport (Ch. 9) & Recreation and Golf Club Management (Ch. 20)	Quiz	Sunday 10/6
8	10/6 – 10/12	Facility Management (Ch. 13) & Event Management (Ch. 14)	Quiz Midterm Reflection	Sunday 10/13
9	10/16 – 10/19	Sport Sponsorship (Ch. 16) & Sports Broadcasting, Communications, and Media Relations (Ch. 18)	Quiz	Sunday 10/20
10	10/20 – 10/26	High School and Youth Sport (Ch. 7) & eSports (Ch. 12)	Quiz Group Check-In #2	Sunday 10/27
11	10/27 – 11/2	Sports Agency (Ch. 11)	Quiz	Sunday 11/3
12	11/3 – 11/9	Sport Analytics (Ch. 17) & Strategies for Career Success (Ch. 21)	Quiz	Sunday 11/10
13	11/10 – 11/16	Group Work on 11/13		
14	11/17 – 11/23	Final Presentations		
15	11/24 – 11/30	Thanksgiving Week		
16	12/1 – 12/7	Final Presentations	Final Reflection	Sunday 12/8

\*Syllabus subject to change.