Intro to Sport Management

SPM2060 | 3 Credits | Fall 2024

Class #16148, 23293, 16264, 26805

Course & Instructor Information

INSTRUCTOR	**Emily Plunkett, Ph.D.** **Office**: Florida Gym (FLG) 312 **Office** Phone: 352-294-1669 **Email**: eplunkett@ufl.edu
OFFICE HOURS	Office hours are Tuesdays from 1:30 p.m. – 3:30 p.m. or by appointment. I can meet in my office, on Zoom, or on the phone
MEETING TIME/ LOCATION	The course meets asynchronously and is 100% online. Please view the course website at https://elearning.ufl.edu/ .

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.

COURSE LEARNING OBJECTIVES:

The objectives for students in 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

REQUIRED AND RECOMMENDED MATERIALS

Masteralexis, L. P., & Hums, M. (2024). Principles and Practice of Sport Management (7th ed.). Jones & Bartlett Learning.

Students will purchase an ebook version of the text that will be available through UF Bookstore's All Access program and will integrate into the Canvas course website (using Perusall). Therefore, students should not purchase the book on their own.

To purchase the Perusall version of the book through UF All Access:
1. Visit www.bsd.ufl.edu/allaccess and "Opt-In" to SPM2000.
2. Copy the code revealed from your opt-in (on screen)
3. Go to the Perusall home page.
4. If you do not yet have a Perusall account, create one or log in using your ufl.edu email address.
5. After logging in and accepting the Terms of Service and Privacy Policy, click "I am a student" and enter your instructor's course code to enroll in the course.
6. The first time you click on the book or on a reading assignment from the book, you will be prompted to purchase it. Click **Enter an access code** in the top bar and then enter the access code you received from the bookstore to gain access (you will need to enter the full code beginning with PERUSALL).

NOTE TO STUDENTS

It is important to know that while I care about your learning, I also prioritize your well-being. I may not understand all your personal experiences, nor do I need to know the details, but I recognize life can get hard, and my course is designed to enhance your knowledge, not exacerbate any hardships. With that in mind, please contact me any time throughout the semester to let me know how I can help you best succeed, or simply to start a conversation if you are unsure what you need. This extends beyond your needs for course success – if you need assistance in any other way, please reach out. If I cannot personally help, I will ensure you get connected to some of the other great resources and people on campus or in the Gainesville community.

COURSE WEBSITE

All course material, lectures, readings/videos/podcasts, assignment instructions, and grades will be posted on the Canvas course website, https://elearning.ufl.edu/. Students will be expected to check the course website regularly and submit assignments through Canvas. While Canvas does have an app that students can use, the app may not always show the "home page" of the course website. Therefore, students are encouraged to access Canvas on a browser to ensure they see all content and alert the instructor if they are unable to find any course materials.

COURSE COMMUNICATION

All course communication will either occur in class, through the course website (e.g. announcements), or through students' UFL email. Students should check their UFL email regularly and ensure they enable notifications from Canvas to receive all course communication. Students should not contact their professors on personal email accounts.

If you would like to send a message to Dr. Plunkett, please do so via email (eplunkett@ufl.edu), rather than through the Canvas mail function. This ensures I receive your message more quickly and enables more features in terms of file attachments, hyperlinks, etc. I aim to respond to all emails in 48 business hours (Monday-Friday, 8 a.m. - 5 p.m.).

Course & University Policies

ATTENDANCE, MAKEUP, & LATE POLICY

Requirements for class participation and make-up work in this course are mostly consistent with university policies that can be found at: https://catalog.ufl.edu/ugrad/current/regulations/info/attendance.aspx .

If alternative arrangements are not made in advance, students are permitted to submit assignments up to two days late for point deductions. Assignments submitted one day after the due date will receive a 20% deduction for late submission, and assignments submitted two days after the due date will receive a 40% deduction for late submission.

The instructor understands that unexpected situations may arise throughout the semester that may impede a student's ability to participate or submit an assignment on time. In the event this occurs, students are encouraged to communicate with the instructor and/or the Dean of Students Office (who will then communicate with the instructor). The instructor is happy to assist but can't help you if unaware of the circumstances.

A student experiencing an illness should visit the UF Student Health Care Center or their preferred healthcare provider to seek medical advice and obtain documentation. The Dean of Students Office (DSO; www.dso.ufl.edu) is available to you as a resource, especially assisting with student illnesses and family emergencies. If you would like to provide any documentation regarding illness or family emergency, UF DSO requests that you do not provide this documentation to the instructor but rather, to the DSO. This is your personal and protected information, and the DSO is qualified to receive and verify the documents, as well as recommend actions for professors to follow to best help you.

GENERATIVE AI POLICY

New AI tools may be helpful for your future professional lives, and so AI may be used in this course to aid learning, not evade learning. Some assignments in this course may require the explicit and intentional use of generative AI. AI may be able to generate ideas/topics for your assignments, formulate structure for your written work, and can even help you find existing research on the topic. These uses are permitted in this course. The writing and revising, however, must be your own; you may not use AI text generators to write any portion of the paper itself, and using AI tools in this way will be treated as a case of plagiarism and referred to the Honor Council. Any AI generator used to support your work must be included as a source/citation. In other words, students must give credit to AI tools whenever used, even if only to generate ideas rather than usable text or illustrations.

HONOR CODE 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 (http://www.dso.ufl.edu/sccr/process/student-conduct-honor-code/) specifies a number of behaviors that are in violation of this code and the possible sanctions. Furthermore, you are obliged to report any condition that facilitates academic misconduct to appropriate personnel. If you have any questions or concerns, please consult the instructor or TA in this class.

ACCOMMODATING STUDENTS WITH DISABILITIES

Students with disabilities who experience learning barriers and would like to request academic accommodations should connect with the Disability Resource Center by visiting their Get Started page at

. Once registered, students will receive an accommodation letter to present to the instructor outlining accommodation(s). If you need help navigating this process, please ask the instructor for assistance.

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. Guidance on how to give feedback in a professional and respectful manner is available at https://gatorevals.aa.ufl.edu/students/. 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/.

Assignments & Grading

ASSIGNMENTS

Detailed instructions for each assignment are available on the Canvas website.

Assignments – 150 points

- **Discussions** – 140 points (7 x 20 points) – Students will make posts and respond to members of their discussion group's posts using the Yellowdig software integrated into Canvas.
- **Surveys –** 10 points (2 x 5 points) Students will complete a pre-course survey prior to the start of the course and a post-course survey at the end of the course.

Reading Analysis – 100 points

- **Perusall** – 100 points (4 x 25 points) – Students must purchase the textbook through UF All Access to obtain an access code for Perusall. All chapter readings will be done through Perusall. There will be one Perusall activity per every module without a project, and grades will be based on student comments, annotations, and reflections on these readings. Your grade will be based on the quantity and quality of your comments for those particular assignments.

Projects – 400 points

- **Projects** – 400 points (4 x 100 points) – Students will be required to complete four major assignments throughout this course. Each assignment will expose students to the different areas of the sport industry and sport management and require students to conduct research. All written assignments are submitted through Turnitin via Canvas, unless otherwise instructed.

Quizzes – 350 points

- **Quizzes** – 350 points (7 x 50 points) – In lieu of a midterm and final exam, timed quizzes will be given for each module based on the assigned readings and lectures. Each quiz consists of 10 questions. Quizzes are administered through Honorlock. However, students can use their notes and textbook through Perusall on the quizzes. I highly recommend that you take your own notes because technical problems accessing the textbook during a quiz will not constitute a valid reason for not completing the quiz. Your lowest quiz grade is dropped and will not be included in your final grade.

GRADING SUMMARY

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 provided. Grades can be found on the Canvas site.

Category	Total Points	Percent of Grade
Assignments	150	15%
Reading Analysis	100	10%
Projects	400	40%
Quizzes	350	35%
Total	**1,000**	**100%**

GRADING SCALE

Scores and feedback will be in Canvas. If you are unsure why you received a deduction/score or feel there is an error in grading, please contact me via email within one week of the grade being posted.

More detailed information regarding current UF grading policies can be found here: https://catalog.ufl.edu/UGRD/academic-regulations/grades-grading-policies/. Requests for additional extra credit or special exceptions to these grading policies can be interpreted as an honor code violation (i.e., asking for preferential treatment) and will be handled accordingly.

Letter Grade	Points Needed to Earn Each Letter Grade	Percent of Total Points Associated with Each Letter Grade	GPA Impact of Each Letter Grade
A	930-1000	93-100%	4.0
A-	900-929.99	90-92.99%	3.67
B+	870-899.99	87-89.99%	3.33
B	830-869.99	83-86.99%	3.0
B-	800-829.99	80-82.99%	2.67
C+	770-799.99	77-79.99%	2.33
C	730-769.99	73-76.99%	2.0
C-	700-729.99	70-72.99%	1.67
D+	670-699.99	67-69.99%	1.33
D	630-669.99	63-66.99%	1.0
D-	600-629.99	60-62.99%	0.67
E	0-599.99	0-59.99%	0

Course Schedule

TENTATIVE WEEKLY SCHEDULE

MODULE	WEEKS & DATES	ASSIGNMENTS
Module 1	**Week 1** 8/22-25	Pre-Course Survey due 8/25 Perusall #1 due 8/25 Discussion #1 (post) due 8/25
	Week 2 8/26-9/1	Quiz #1 due 9/1 Discussion #1 (replies) due 9/1

Module 2	**Week 3** 9/2-7	Project #1 due 9/8 Discussion #2 (post) due 9/8
	Week 4 9/9-15	Quiz #2 due 9/15 Discussion #2 (replies) due 9/15
Module 3	**Week 5** 9/16-22	Perusall #2 due 9/22 Discussion #3 (post) due 9/22
	Week 6 9/23-29	Quiz #3 due 9/29 Discussion #3 (replies) due 9/29
Module 4	**Week 7** 9/30-10/6	Project #2 due 10/6 Discussion #4 (post) due 10/6
	Week 8 10/7-13	Quiz #4 due 10/13 Discussion #4 (replies) due 10/13
Module 5	**Week 9** 10/14-20	Perusall #3 due 10/20 Discussion #5 (post) due 10/20
	Week 10 10/21-27	Quiz #5 due 10/27 Discussion #5 (replies) due 10/27
Module 6	**Week 11** 10/28-11/3	Project #3 due 11/3 Discussion #6 (post) due 11/3
	Week 12 11/4-10	Quiz #6 due 11/10 Discussion #6 (replies) due 11/10
Module 7	**Week 13** 11/11-17	Perusall #4 due 11/17 Discussion #7 (post) due 11/17
	Week 14 11/18-24	Quiz #7 due 11/24 Discussion #7 (replies) due 11/24
Module 8	**Week 15** 11/25-12/1	Project #4 due 12/1
	Week 16 12/2-6	Quiz #8 due 12/6 Post-Course Survey due 12/6
	Exam Week 12/7-13	

Additional Campus Resources

HEALTH & WELLNESS

- U Matter, We Care: If you or a friend is in distress, please contact umatter@ufl.edu or 352 392-1575
- Counseling and Wellness Center: https://counseling.ufl.edu/ or 352-392-1575
- Field and Fork Food Pantry: Reitz Union North Lawn. https://pantry.fieldandfork.ufl.edu/
- Sexual Assault Recovery Services (SARS) - Student Health Care Center: 352-392-1161
- University Police Department: 352-392-1111 (911 for emergencies) or http://www.police.ufl.edu/

ACADEMIC & CAREER RESOURCES

- UF Computing Help Desk: 352-392-4357 or https://it.ufl.edu/helpdesk/
- Career Connections Center: Provides career assistance and counseling in the Reitz Union. 352-392-1601 or https://career.ufl.edu/
- Gator Career Closet: Provides free professional attire for career fairs, interviews, and workplaces at C3 Front Desk in the Reitz Union, 1st Floor. https://careerhub.ufl.edu/resources/career-closet/
- Library Support: Provides various ways to receive assistance with respect to using the libraries or finding resources. http://cms.uflib.ufl.edu/ask

- Teaching Center: Provides general study skills and tutoring in Broward Hall. 352-392-2010 or 352-392-6420, http://teachingcenter.ufl.edu/
- Writing Studio: Helps brainstorming, formatting, and writing papers in 302 Tigert Hall. 352-846-1138 or http://writing.ufl.edu/writing-studio/
- Student Complaints On-Campus: https://sccr.dso.ufl.edu/policies/student-honor-code-student-conduct-code/
- On-Line Students Complaints: http://distance.ufl.edu/student-complaint-process/