

Introduction to Sport Management
SPM 2000, Course Numbers 20094, 20095, 20102
Online
Fall 2018

Instructor: Dr. Cyntrice Thomas **Email:** cthomas10@ufl.edu
Office: 186A FLG **Phone:** 352-294-1669
Office Hours: Mondays and Wednesdays 9:30am-11:30am; also by appointment

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.** Make-up quizzes will not be offered. 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 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.

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. 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 in response to the discussion question must be made by the Thursday in the first week of each module (exact dates will be 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 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. Please take a moment to review all of the assignments. They can be found under the Files on Canvas. 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 28th.

****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 (8) x 20pts each	160
Quizzes (6) x 50pts each	300
Assignments (4) x 100 pts each	400
Interview Name (Assignment 4)	40
Total	900

Grading Scale

Total Points	Percent	Grade	Grade Points
840-900	93.4-100	A	4.0
810-839	93.3-90.0	A-	3.67
780-809	86.7-89.9	B+	3.33
750-779	83.4-86.6	B	3.0
720-749	80.0-83.3	B-	2.67
690-719	76.7-79.9	C+	2.33
660-689	73.4-76.6	C	2.0
630-659	70.0-73.3	C-	1.67
600-629	66.7-69.9	D+	1.33
570-599	63.4-66.6	D	1.0
540-569	60.0-63.3	D-	.67
0-539	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 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, <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 are expected to provide feedback on the quality of instruction in this course by completing online evaluations at <https://evaluations.ufl.edu/>. Evaluations are typically open during the last two or three weeks of the semester, but students will be given specific times when they are open. Summary results of these assessments are available to students at <https://evaluations.ufl.edu/results/>

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 Aug. 22—Sept. 2	Chapters 1 and 2	Discussion 1 Quiz 1
Module 2 Sept. 3—Sept. 16	Chapters 3 and 4	Discussion 2 Quiz 2 Assignment 1 Due
Module 3 Sept. 17—Sept. 30	Chapters 5 and 6	Discussion 3 Quiz 3
Module 4 Oct. 1—Oct. 14	Chapters 7 and 8	Discussion 4 Quiz 4 Assignment 2 Due
Module 5 Oct. 15—Oct. 28	Chapters 10 and 11	Discussion 5 Quiz 5 Interview Name Due
Module 6 Oct. 29—Nov. 11	Chapters 12 and 13	Discussion 6 Quiz 6 Assignment 3 Due
Module 7 Nov. 12—Nov. 25	Chapters 15 and 17	Discussion 7 Quiz 7
Module 8 Nov. 26—Dec. 5	Chapters 20 and 21	Discussion 8 Assignment 4 Due