

COURSE SYLLABUS



COURSE TITLE: **SPMA 155 - The Business of Sport**

CLASS SECTION: 001

TERM: Winter 2022

COURSE CREDITS: 3.0

DELIVERY METHOD(S): In person; Tues 10:30-11:50pm PISE 330, Fri 8:30 – 9:50 PISE 330

Camosun College campuses are located on the traditional territories of the Lək̓ʷəŋən and W̱SÁNEĆ peoples. We acknowledge their welcome and graciousness to the students who seek knowledge here.

Learn more about Camosun's [Territorial Acknowledgement](#).

For COVID-19 information please visit <https://legacy.camosun.ca/covid19/index.html>.

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable explanation in advance, you will be removed from the course and the space offered to the next waitlisted student.

INSTRUCTOR DETAILS

NAME: Brianna Waldman, MA (she/her)

EMAIL: waldmanb@camosun.bc.ca

OFFICE: 306F

HOURS: By Appt Only (to set up appt, please email me)

As your course instructor, I endeavour to provide an inclusive learning environment. However, if you experience barriers to learning in this course, do not hesitate to discuss them with me. Camosun College is committed to identifying and removing institutional and social barriers that prevent access and impede success.

CALENDAR DESCRIPTION

Students will learn about the foundations of sport management as a profession. In addition, students examine a range of management functions and administrative practices within the sport management field.

PREREQUISITE(S) or CO-REQUISITE (S): C in BUS 150 or C in SPEX 150

COURSE LEARNING OUTCOMES / OBJECTIVES

Upon successful completion of this course students will be able to:

- Identify and describe the main discipline areas of sport management.
- Compare and assess sport management theory and practices in relation to their application to community, collegiate, high performance and professional sport.
- Explain the elements for the development of sport as a business.

- Develop and apply technical, conceptual and interpersonal skills in analyzing sport management issues.
- Identify emerging trends and challenges facing sport managers.

REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

- Textbook:** Principles and Practices of Sport Management – Sixth Edition. Lisa Masteralexis, Carol Barr, Mary Hums.
- Additional Texts: To be provided by the instructor.
- A notebook, computer, assigned readings or handouts, smart device and access to D2L are required for this course.
- Purchase of any additional desktop or mobile apps (at the student’s discretion) for podcast listening and production.

COURSE SCHEDULE, TOPICS, AND ASSOCIATED PREPARATION / ACTIVITY / EVALUATION

The following schedule and course components are subject to change with reasonable advance notice, as deemed appropriate by the instructor.

Class dates/Times: Tues 10:30-11:50pm PISE 330, Fri 8:30 – 9:50 PISE 330

WEEK or DATE RANGE	ACTIVITY or TOPIC	ADDITIONAL DUE DATES
Tues Jan 11	Introduction to Sport Management	Personal Questionnaire Due Date: Friday Jan. 14
Fri Jan 14	Amateur Sport In Canada	<u>Personal Questionnaire Due</u> Assignment #1: Sport in Society Due Date: Tues Jan 25 th
Tue Jan 18	Professional Sport in Canada	Guest Speaker - Alexa
Fri Jan 21	The Role of Government in Sport (Governance)	Guest Speaker – Sharon White
Tue Jan 25	The Business of Sport (SWOT Analysis)	<u>Assignment #1 Due</u>
Fri Jan 28	Human Resources Management in Sport	
Tue Feb 1	Branding and Marketing in Sport	
Fri Feb 4	Sports Finance	Assignment #2: Sport Summarized Due Date: Friday Feb. 11
Tue Feb 8	Managing Sport Operations/Facility Management	Guest Speaker – Stephane Delisle
Fri Feb 11	Diversity, Equity, Inclusivity and Justice in Sport Management (DEIJ)	<u>Assignment #2 Due</u>
Tue Feb 15	Regulatory, Risk and Compliance (Legal/Ethics)	Hand out Group Project Due: March 25
Fri Feb 18	Mid Term Exam	

WEEK or DATE RANGE	ACTIVITY or TOPIC	ADDITIONAL DUE DATES
Tue Feb 22	Reading Week	
Fri Feb 25	Reading Week	
Tue Mar 1	Medical Services, Safety and Security	Assignment # 3: Sport Summarized Due: Tuesday March 8
Fri Mar 4	Sport Technology/Sport Analytics	Guest Lecturer – Jacquelyn Novak
Tue Mar 8	Fan Engagement and Experience	<u>Assignment #3 Due</u>
Fri Mar 11	Media, Broadcasting and Sport	
Tue Mar 15	Event Operations	Guest Speaker – Jarret Poitras
Fri Mar 18	Sport Sponsorship	
Tue Mar 22	Sport for Health, Wellness and Recreation	
Fri Mar 25	Sport Industry Analysis Presentations	Group Project Due
Tue Mar 29	Sport Industry Analysis Presentations	Group Project Due
Fri Apr 1	Sport Industry Analysis Presentations	Group Project Due
Tue Apr 5	Sport Industry Analysis Presentations	Group Project Due
Fri Apr 8	Sport as an Economic Driver (Goods/Licensed Products) / Sport Tourism / Sport for Development (TBD)	
Tues Apr 12	Exam Preparation	

Students registered with the Centre for Accessible Learning (CAL) who complete quizzes, tests, and exams with academic accommodations have booking procedures and deadlines with CAL where advanced noticed is required. Deadlines scan be reviewed on the [CAL exams page](http://camosun.ca/services/accessible-learning/exams.html). <http://camosun.ca/services/accessible-learning/exams.html>

EVALUATION OF LEARNING

ASSESSMENT	TITLE	DESCRIPTION	DUE DATE	WEIGHTING
Pre-Assignment	Personal Questionnaire	Introductory questions for the student as a “getting to know you” and self-assessment of expertise.	Jan 14 th	N/A
Assignment #1	Sport in Society	Personal perspective to a relevant question about sport in society.	Jan 25 th	10%
Assignment #2	Sport Summarized	Reflection on an article and summation of the article in five (5) sentences or less. (do black lives really matter in sport).	Feb 11	10%

ASSESSMENT	TITLE	DESCRIPTION	DUE DATE	WEIGHTING
Exam Assessment	Mid-Term Exam	Mid-Term Exam is intended to assess the student's recognition, recall, and understanding of the course material to that point in time.	Feb 18th	15%
Assignment #3	Sport Summarized	Reflection on an article and summation of the article in five (5) sentences or less. (Sport betting).	Mar 8th	10%
Group Project	Strategic Analysis of a Sport, League, Team	A group of 4/5 presentation of an overall strategic analysis of a sport organization, facility, league (ex: NHL, Reebok, WNBA) including a strategic analysis tool. You will reflect on the topic chosen, giving a brief history and then, analyzing multiple elements of the org chosen using knowledge from class and the tool provided (with supporting documentation and reading). This will include a peer feedback element, as well as an interactive element in the presentation.	Mar 25-April 5	25%
Exam Assessment	Final Exam	Final Exam is intended to assess the student's recognition, recall, and understanding of the entirety of the course material.	TBD	25%
General	Participation	Participation in the class via live attendance to synchronous classes and engagement in class discussions. Including - 1 minute reflections guest speakers	All Semester	5%
				100%

If you have a concern about a grade you have received for an evaluation, please come and see me as soon as possible. Refer to the [Grade Review and Appeals](http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf) policy for more information.
<http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf>

COURSE GUIDELINES & EXPECTATIONS

Please note: In order to satisfy the Learning Outcomes for the course, **all assignments and presentations** must be completed to receive a final grade.

Attendance: Students are expected to attend all classes, labs, and exams. Students are responsible for getting their own notes from class as well as information pertaining to changes in the course outline, readings, assignments, and information pertaining to any tests or exams. Lab attendance is mandatory unless you have a medical reason for missing it, in which case you should email the instructor ahead of time to make note of your reason for missing class. Failure to attend the laboratory component could result in failure of the course.

An **excused** absence includes:

- a medical certificate
- an intercollegiate trip
- permission of instructor prior to absence
- compassionate reasons
- signs & symptoms of COVID-19

Absences from Campus due to COVID-19:

If a student is feeling unwell, they should inform their instructor that they will be unable to participate in any in-person classes. Where possible, alternative means of participating in the learning will be arranged. Students will not be academically penalized for such absences.

Late Assignments: Late assignments will receive a deduction of 20% per day.

Missed Exams: Exams must be written on the date scheduled. If a student is unable to write an exam through no fault of their own for medical or other reasons, valid documentation must be provided and discussed with the instructor. If a student who is absent has not made arrangements with the instructor in advance, he or she will receive a zero. Final Exams may be scheduled at any time during the final exam block; therefore, students should avoid making travel plans, professional or personal commitments for the duration of the exam period.

Office hours: While office hours are noted on the course outline, students are free to make an appointment with their instructor at a time that is mutually convenient. Another option is to email your question. Questions sent by email must be brief (think the length of a tweet). If it is impossible to reply with a brief response (due to the nature of the question) then you will be asked to make an appointment. Your instructor will respond to emails as quickly as possible, however, please keep in mind that this reply may be delayed when the instructor is tied up with other courses or if it is outside of work hours.

STUDENT RESPONSIBILITY

Enrolment at Camosun assumes that the student will become a responsible member of the College community. As such, each student will display a positive work ethic, assist in the preservation of College property, and assume responsibility for their education by researching academic requirements and policies; demonstrating courtesy and respect toward others; and respecting expectations concerning attendance, assignments, deadlines, and appointments.

SUPPORTS AND SERVICES FOR STUDENTS

Camosun College offers a number of services to help you succeed in and out of the classroom. For a detailed overview of the supports and services visit <http://camosun.ca/students/>.

Support Service	Website
Academic Advising	http://camosun.ca/advising
Accessible Learning	http://camosun.ca/accessible-learning
Counselling	http://camosun.ca/counselling
Career Services	http://camosun.ca/coop
Financial Aid and Awards	http://camosun.ca/financialaid
Help Centres (Math/English/Science)	http://camosun.ca/help-centres
Indigenous Student Support	http://camosun.ca/indigenous
International Student Support	http://camosun.ca/international/

Support Service	Website
Learning Skills	http://camosun.ca/learningskills
Library	http://camosun.ca/services/library/
Office of Student Support	http://camosun.ca/oss
Ombudsperson	http://camosun.ca/ombuds
Registration	http://camosun.ca/registration
Technology Support	http://camosun.ca/its
Writing Centre	http://camosun.ca/writing-centre

If you have a mental health concern, please contact Counselling to arrange an appointment as soon as possible. Counselling sessions are available at both campuses during business hours. If you need urgent support after-hours, please contact the Vancouver Island Crisis Line at 1-888-494-3888 or call 911.

COLLEGE-WIDE POLICIES, PROCEDURES, REQUIREMENTS, AND STANDARDS

Academic Accommodations for Students with Disabilities

The College is committed to providing appropriate and reasonable academic accommodations to students with disabilities (i.e. physical, depression, learning, etc). If you have a disability, the [Centre for Accessible Learning](#) (CAL) can help you document your needs, and where disability-related barriers to access in your courses exist, create an accommodation plan. By making a plan through CAL, you can ensure you have the appropriate academic accommodations you need without disclosing your diagnosis or condition to course instructors. Please visit the CAL website for contacts and to learn how to get started:

<http://camosun.ca/services/accessible-learning/>

Academic Integrity

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.13.pdf> for policy regarding academic expectations and details for addressing and resolving matters of academic misconduct.

Academic Progress

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.1.pdf> for further details on how Camosun College monitors students' academic progress and what steps can be taken if a student is at risk of not meeting the College's academic progress standards.

Course Withdrawals Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <http://camosun.ca/learn/fees/#deadlines>.

Grading Policy

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf> for further details about grading.

Grade Review and Appeals

Please visit <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

Mandatory Attendance for First Class Meeting of Each Course

Camosun College requires mandatory attendance for the first class meeting of each course. If you do not attend, and do not provide your instructor with a reasonable reason in advance, you will be removed from the course and the space offered to the next waitlisted student. For more information, please see the “Attendance” section under “Registration Policies and Procedures” (<http://camosun.ca/learn/calendar/current/procedures.html>) and the Grading Policy at <http://camosun.ca/about/policies/education-academic/e-1-programming-and-instruction/e-1.5.pdf>.

Medical / Compassionate Withdrawals

Students who are incapacitated and unable to complete or succeed in their studies by virtue of serious and demonstrated exceptional circumstances may be eligible for a medical/compassionate withdrawal. Please visit <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.8.pdf> to learn more about the process involved in a medical/compassionate withdrawal.

Sexual Violence and Misconduct

Camosun is committed to creating a campus culture of safety, respect, and consent. Camosun’s Office of Student Support is responsible for offering support to students impacted by sexual violence. Regardless of when or where the sexual violence or misconduct occurred, students can access support at Camosun. The Office of Student Support will make sure students have a safe and private place to talk and will help them understand what supports are available and their options for next steps. The Office of Student Support respects a student’s right to choose what is right for them. For more information see Camosun’s Sexualized Violence and Misconduct Policy: <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.9.pdf> and camosun.ca/sexual-violence. To contact the Office of Student Support: oss@camosun.ca or by phone: 250-370-3046 or 250-3703841

Student Misconduct (Non-Academic)

Camosun College is committed to building the academic competency of all students, seeks to empower students to become agents of their own learning, and promotes academic belonging for everyone. Camosun also expects that all students to conduct themselves in a manner that contributes to a positive, supportive, and safe learning environment. Please review Camosun College’s Student Misconduct Policy at <http://camosun.ca/about/policies/education-academic/e-2-student-services-and-support/e-2.5.pdf> to understand the College’s expectations of academic integrity and student behavioural conduct.

Changes to this Syllabus: Every effort has been made to ensure that information in this syllabus is accurate at the time of publication. The College reserves the right to change courses if it becomes necessary so that

course content remains relevant. In such cases, the instructor will give the students clear and timely notice of the changes.