

# COURSE SYLLABUS



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

CLASS SECTION: 001

TERM: Winter 2023

COURSE CREDITS: 3.0

DELIVERY METHOD(S): In person; Tues 8:30-9:50am CHW351, Thurs 8:30 – 9:50am PISE 329A

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>.

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*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

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NAME: Brianna Waldman, MA (she/her)

EMAIL: [waldmanb@camosun.ca](mailto:waldmanb@camosun.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

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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

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*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

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- (a) Additional Texts: To be provided by the instructor.
- (b) A notebook, computer, assigned readings or handouts, smart device and access to D2L are required for this course.
- (c) 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

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

*Class dates/Times: Tues 8:30-9:50am CHW351, Thurs 8:30 – 9:50am PISE 329A*

WEEK or DATE RANGE	ACTIVITY or TOPIC	ADDITIONAL DUE DATES
Tues Jan 10	Introduction to Sport Management	
Thurs Jan 12	Evolution of Sport as a Business	
Tue Jan 17	Not For Profit/Amateur/Professional Sport	Assignment #1: Due Date: Fri Jan 27 <sup>th</sup>
Thurs Jan 19	<b>Guest Speaker: Micah Collins</b>	
Tue Jan 24	Sport Management Strategic Planning (SWOT Analysis)	
Thurs Jan 26	The Role of Government in Sport (Governance)	<b><u>Assignment #1 Due – Fri Jan 27th</u></b>
Tue Jan 31	Sport Finance	
Thurs Feb 2	Legal/Ethical Issues in Sport	Hand out Group Project Due: March 26th
Tue Feb 7	Diversity, Equity, Inclusivity and Belonging in Sport (DEIB) <b>Guest Speaker: Andrea Carey</b>	
Thurs Feb 9	Medical, Safety & Risk Management in Sport	Assignment #2: Due Date: Friday March 3rd
Tue Feb 14	Exam Review	
Thurs Feb 16	<b>Mid Term Exam</b>	
Tue Feb 21	<i>Reading Week (Closed)</i>	
Thurs Feb 23	<i>Reading Week (Closed)</i>	
Tue Feb 28	Managing Sport Operations & Facility Management <b>Guest Speaker: Connor D.</b>	

WEEK or DATE RANGE	ACTIVITY or TOPIC	ADDITIONAL DUE DATES
Thurs Mar 2	Marketing and Sponsorship	<b><u>Assignment #2 Due – March 3rd</u></b>
Tue Mar 7	Sport Event Management <b>Guest Speaker – Jarret Poitras</b>	
Thurs Mar 9	Sport Technology/Sport Analytics (TID)	Michael Suraci
Tue Mar 14	Sport Agents	Michael Suraci
Thurs Mar 16	High Performance Management	Michael Suraci
Tue Mar 21	Sport & Event Tourism	
Thurs Mar 23	Group Presentation Prep Day	<b>Group Project Due (March 26<sup>th</sup>)</b>
Tue Mar 28	Sport Industry Analysis Presentations	
Thurs Mar 30	Sport Industry Analysis Presentations	
Tue Apr 4	Sport Industry Analysis Presentations	
Thurs Apr 6	Sport for Health, Wellness and Recreation	
Tues Apr 11	Emerging Trends / Sport for Development	
Thurs Apr 13	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 notice is required. Deadlines can 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	DUE DATE	WEIGHTING
Assignment #1	Jan 27 <sup>th</sup>	10%
Assignment #2	Mar 3rd	10%
Mid-term	Feb 16th	20%
Group Project	Mar 26th	25%
Final Exam	TBD	25%
In-Class Worksheets	All Semester	10%
		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

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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) a medical certificate
- b) an intercollegiate trip
- c) permission of instructor prior to absence
- d) compassionate reasons
- e) 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

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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

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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	<a href="http://camosun.ca/advising">http://camosun.ca/advising</a>
Accessible Learning	<a href="http://camosun.ca/accessible-learning">http://camosun.ca/accessible-learning</a>
Counselling	<a href="http://camosun.ca/counselling">http://camosun.ca/counselling</a>
Career Services	<a href="http://camosun.ca/coop">http://camosun.ca/coop</a>
Financial Aid and Awards	<a href="http://camosun.ca/financialaid">http://camosun.ca/financialaid</a>
Help Centres (Math/English/Science)	<a href="http://camosun.ca/help-centres">http://camosun.ca/help-centres</a>
Indigenous Student Support	<a href="http://camosun.ca/indigenous">http://camosun.ca/indigenous</a>
International Student Support	<a href="http://camosun.ca/international/">http://camosun.ca/international/</a>
Learning Skills	<a href="http://camosun.ca/learningskills">http://camosun.ca/learningskills</a>
Library	<a href="http://camosun.ca/services/library/">http://camosun.ca/services/library/</a>
Office of Student Support	<a href="http://camosun.ca/oss">http://camosun.ca/oss</a>
Ombudsperson	<a href="http://camosun.ca/ombuds">http://camosun.ca/ombuds</a>
Registration	<a href="http://camosun.ca/registration">http://camosun.ca/registration</a>
Technology Support	<a href="http://camosun.ca/its">http://camosun.ca/its</a>
Writing Centre	<a href="http://camosun.ca/writing-centre">http://camosun.ca/writing-centre</a>

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

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### 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](http://camosun.ca/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](http://camosun.ca/sexual-violence). To contact the Office of Student Support: [oss@camosun.ca](mailto: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.