

# COURSE SYLLABUS



COURSE TITLE: SPMA 155 - The Business of Sport

CLASS SECTION: 001

TERM: Fall 2023

COURSE CREDITS: 3

DELIVERY METHOD(S): Lecture Tuesdays from 10:30 – noon PISE 329B and Thursdays from 10:30 – noon PISE 329A

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

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

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## INSTRUCTOR DETAILS

NAME: Chris Psutka

EMAIL: [psutkac@camosun.ca](mailto:psutkac@camosun.ca)

OFFICE: PISE 306E

HOURS: By appointment. Please email.

*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.*

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## 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):** C in BUS 150 or C in SPEX 150

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## 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.

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## REQUIRED MATERIALS & RECOMMENDED PREPARATION / INFORMATION

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- Course materials will be provided on D2L.
- Students are required to sign-up for [Work In Sports: Sports Career Game Plan Course](#).
  - Includes a five-year subscription to Work In Sports.
  - Access to five essential sport management career development modules.
- It is recommended that students bring a device capable of connecting to the internet (laptop, tablet, smartphone) for class. It will enhance your participation in the class.

## 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.

Week	Tuesdays 10:30am - Noon in PISE 329B	Lecture Topic	Thursdays 10:30am - Noon in PISE 329A	Lecture Topic	Notes
1	5-Sep	Introduction to Sport Business	7-Sep	Evolution of Sport as a Business	Sign-up for Sports Career Game Plan Read History of Sport Management (D2L)
2	12-Sep	Sport Organizations Primer and Not For Profit Sport	14-Sep	Amateur and Professional Sport	
3	19-Sep	Strategic Planning (SWOT Analysis)	21-Sep	The Role of Government in Sport	Sports Career Game Plan: Gaining the Right Experience due <b>Sept 22</b>
4	26-Sep	Sport Finance	28-Sep	Sport Economics	
5	3-Oct	Legal Issues in Sport	5-Oct	Ethical Issues in Sport	Sports Career Game Plan: Building and Maintaining due <b>Oct 6</b>
6	10-Oct	Mid-Term Review	12-Oct	Mid-Term (Online)	Mid-Term Test (25%) due <b>Oct 12</b>
7	17-Oct	Sport Marketing	19-Oct	Sport Marketing	Sports Career Game Plan: Mastering Your Resume, Cover Letter due <b>Oct 20</b>
8	24-Oct	Sport Sponsorship	26-Oct	Sport Sales	
9	31-Oct	Event Management	2-Nov	Facility Management	Sports Career Game Plan: Interviewing for Jobs and Internships due <b>Nov 3</b>
10	7-Nov	Sport Analytics	9-Nov	Global Sport Business	
11	14-Nov	Emerging Trends	16-Nov	Careers in Sport Management	Sports Career Game Plan: Soft Skills to Move due <b>Nov 17</b>
12	21-Nov	Final Test Review	23-Nov	Final Test (Online)	Final Test (30%) due <b>Nov 23</b>
13	28-Nov	Industry Analysis Presentations	30-Nov	Industry Analysis Presentations	Presentations <b>Nov 28 - Dec 7</b>
14	5-Dec	Industry Analysis Presentations	7-Dec	Industry Analysis Presentations	

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 can be reviewed on the [CAL exams page](https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams). <https://camosun.ca/services/academic-supports/accessible-learning/academic-accommodations-exams>

## EVALUATION OF LEARNING

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ASSESSMENT	DUE DATE	WEIGHTING
Sports Career Game Plan: Gaining the Right Experience	22-Sep	5%
Sports Career Game Plan: Building and Maintaining	6-Oct	5%
Mid-Term Test	12-Oct	25%
Sports Career Game Plan: Mastering Your Resume, Cover Letter	20-Oct	5%
Sports Career Game Plan: Interviewing for Jobs and Internships	3-Nov	5%
Sports Career Game Plan: Soft Skills to Move	17-Nov	5%
Final Test	23-Nov	30%
Sport Industry Analysis Presentation	Nov 28 - Dec 7	20%
<b>Total</b>		<b>100%</b>

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](#) policy for more information. <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf>

## COURSE GUIDELINES & EXPECTATIONS

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- All assessments will be submitted or completed on D2L.
  - If you have technical difficulties, email [psutkac@camosun.ca](mailto:psutkac@camosun.ca) as soon as possible (must be before the due date).
- Missed or late assignments / presentations will result an automatic zero unless there are extenuating circumstances.
- Missed tests will result in an automatic zero unless there are extenuating circumstances and supporting documentation.
  - For example, if a student is sick, they must notify the instructor before the test.

## 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 [camosun.ca/services](https://camosun.ca/services).

Support Service	Website
Academic Advising	<a href="https://camosun.ca/services/academic-supports/academic-advising">camosun.ca/services/academic-supports/academic-advising</a>
Accessible Learning	<a href="https://camosun.ca/services/academic-supports/accessible-learning">camosun.ca/services/academic-supports/accessible-learning</a>

Support Service	Website
Counselling	<a href="https://camosun.ca/services/health-and-wellness/counselling-centre">camosun.ca/services/health-and-wellness/counselling-centre</a>
Career Services	<a href="https://camosun.ca/services/co-operative-education-and-career-services">camosun.ca/services/co-operative-education-and-career-services</a>
Financial Aid and Awards	<a href="https://camosun.ca/registration-records/financial-aid-awards">camosun.ca/registration-records/financial-aid-awards</a>
Help Centres (Math/English/Science)	<a href="https://camosun.ca/services/academic-supports/help-centres">camosun.ca/services/academic-supports/help-centres</a>
Indigenous Student Support	<a href="https://camosun.ca/programs-courses/iecc/indigenous-student-services">camosun.ca/programs-courses/iecc/indigenous-student-services</a>
International Student Support	<a href="https://camosun.ca/international">camosun.ca/international</a>
Learning Skills	<a href="https://camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills">camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills</a>
Library	<a href="https://camosun.ca/services/library">camosun.ca/services/library</a>
Office of Student Support	<a href="https://camosun.ca/services/office-student-support">camosun.ca/services/office-student-support</a>
Ombudsperson	<a href="https://camosun.ca/services/ombudsperson">camosun.ca/services/ombudsperson</a>
Registration	<a href="https://camosun.ca/registration-records/registration">camosun.ca/registration-records/registration</a>
Technology Support	<a href="https://camosun.ca/services/its">camosun.ca/services/its</a>
Writing Centre	<a href="https://camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills">camosun.ca/services/academic-supports/help-centres/writing-centre-learning-skills</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

### Academic Integrity

Students are expected to comply with all College policy regarding academic integrity; which is about honest and ethical behaviour in your education journey. The following guide is designed to help you understand your responsibilities: <https://camosun.libguides.com/academicintegrity/welcome>  
 Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.13.pdf> for Camosun's Academic Integrity policy and details for addressing and resolving matters of academic misconduct.

### 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](https://camosun.ca/services/academic-supports/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: <https://camosun.ca/services/academic-supports/accessible-learning>

### Academic Progress

Please visit <https://camosun.ca/sites/default/files/2023-02/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 <https://camosun.ca/sites/default/files/2021-05/e-2.2.pdf> for further details about course withdrawals. For deadline for fees, course drop dates, and tuition refund, please visit <https://camosun.ca/registration-records/tuition-fees#deadlines>.

### Grading Policy

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.5.pdf> for further details about grading.

### Grade Review and Appeals

Please visit <https://camosun.ca/sites/default/files/2021-05/e-1.14.pdf> for policy relating to requests for review and appeal of grades.

### 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 <https://camosun.ca/sites/default/files/2021-07/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: <https://camosun.ca/sites/default/files/2021-05/e-2.9.pdf> and [camosun.ca/services/sexual-violence-support-and-education](https://camosun.ca/services/sexual-violence-support-and-education). To contact the Office of Student Support: [oss@camosun.ca](mailto:oss@camosun.ca) or by phone: 250-370-3046 or 250-370-3841

### 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 <https://camosun.ca/sites/default/files/2021-05/e-2.5.pdf> to understand the College's expectations of academic integrity and student behavioural conduct.

### Looking for other policies?

The full suite of College policies and directives can be found here: <https://camosun.ca/about/camosun-college-policies-and-directives>

**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.